

# SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

AUGUST, 1956

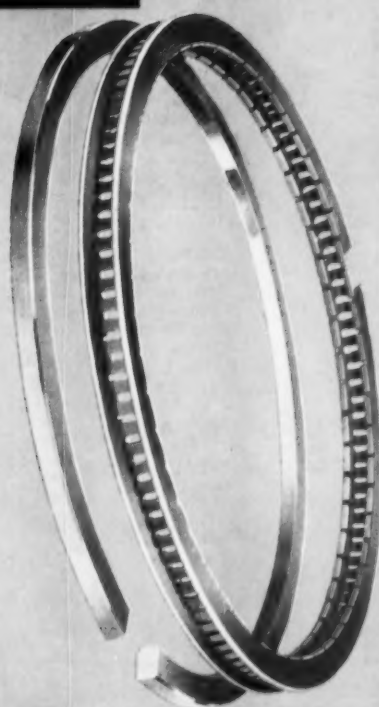
A Plague: Mechanic Shortage page 31  
Paving the Road for Old Age page 39

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Volume 36

Number 8



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**No. 76M Radiator Sealer (liquid).** Stops leaks and seepage in radiators, pump connections, water jackets. Compatible with all anti-freezes.

**No. 38M Water Pump Lubricant and Radiator Anti-Rust.** Affords full protection. Lubricates water pump parts—eliminates noise—reduces wear—prevents further rust and scale deposits.

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# Here's a New Tool Every Shop Needs

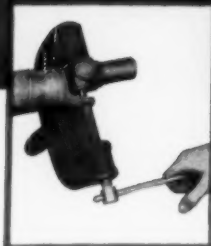
## ...for work on Universal Joints



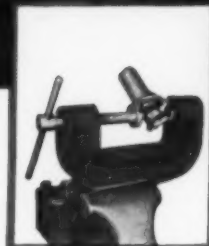
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### HOLMES UNIVERSAL JOINT TOOL

Here's a New Tool actually worth its weight in Gold to anyone repairing or lubricating universal joints. This new Holmes Tool not only speeds up such work but greatly simplifies disassembly and reassembly. With it, a mechanic can easily remove the retaining rings and quickly force-out the bearings for lubrication or repairs... without damage to parts or the use of a metal drift and hammer to drive out the press-fit rollers. Use of this Tool saves from 30 to 45 minutes on such jobs and is a valuable asset to any Shop or Service Station interested in universal joint profits. Place your order Today.



**DISASSEMBLY** — Snap rings are easily removed with this Tool and then bearings are pressed out of yoke without removing propeller shaft from car. Note ease with which bearings are being removed.



**REASSEMBLY** — After lubrication or replacement of bearings, this Tool can be used to quickly reassemble the universal joint without damage to parts. Tool can be used either under the car or in vise as shown.



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Use of this Tool solves one of today's most aggravating and time consuming operations... the removal of Hydraulic Valve Lifters that are stuck inside the Cylinder Block. With this Tool, any mechanic can easily remove such Lifters from the top side of the engine without having to take off the oil pan and drive the Lifters out. The Tool is designed with a tee handle on one end, an internal expanding chuck on the other which can be snapped into the lifter body and locked in place. Lifters so gripped are easily removed without distortion or damage. Get this much needed Tool Today.

\*Patent Applied For



Order from your jobber...



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2505 EAST 43rd STREET

CHATTANOOGA 7, TENNESSEE

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 36

AUGUST, 1956

No. 8

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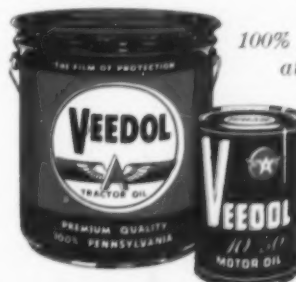
UNDER THE WINGS OF THE FLYING



# 2

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you can talk about

Add up the plus values in these two 100% Pennsylvania oils... and they add up to extra sales for you. In gaso-  
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stays on the job 60 to 70 hours longer than ordinary  
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extra octanes to any car's performance. Call or write  
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the brand that's as  
good as its bond!

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## *Automotive* **SPOTLIGHT**

August, 1956

"Shiver me timbers!" said many southeastern automotive families when the Stockholm-Andrea Doria collision became known. They had been aboard the Stockholm only last November on the North Carolina Automotive Wholesalers Association cruise to Bermuda. Meanwhile, there's talk of another jaunt, perhaps November of next year, to Havana.

The new-model parade is about to begin. Lincoln, which has done well in the high-priced field this year, will tee off in a game which may witness the sale of perhaps a million more units than was true for the '56-model year. Sales may approach closely to 7,000,000 cars. All introductions will be out of the way ahead of the first postwar show to be staged in concert by the factories. This will be in New York City's new Coliseum Dec. 8-16.

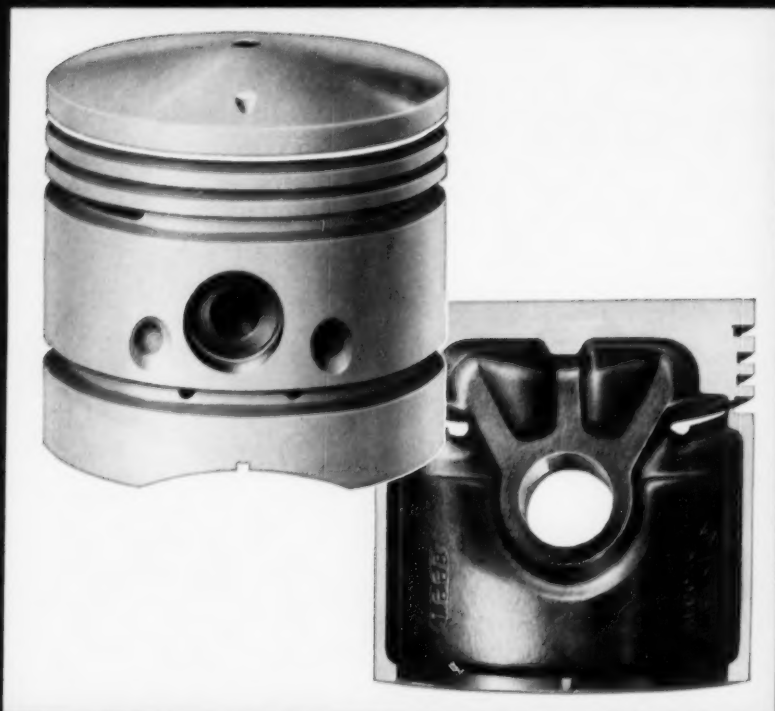
The shortage of skilled mechanics remains a thorn in the side of most shop managers, as evidenced by the survey beginning on page 31. The questionnaire mailed to car dealers and garage operators uncorked a flood of replies from all over the South and Southwest. Only in a few localities were managements satisfied with the skilled labor market. More trade schools are needed, despite the strides made by the new GM Technical Training Centers, it was clearly indicated.

Whitewalls that stay white are now claimed. Hypalon, a synthetic rubber developed by du Pont, has reportedly turned the key in this lock. It's not much different from natural rubber or other synthetics, but it does have one unique characteristic --immunity to ozone. Rubber men say the minute trace of ozone in the air is the primary cause of whitewall deterioration. One tire manufacturer has successfully incorporated Hypalon in a sidewall compound. It could mean less human sweating!

Ford Motor Co.'s \$10,000,000 expansion of its Atlanta, Ga., plant is another step in that firm's preparation for the time, possibly less than ten years away, when a 10,000,000-new-car-sales year will be nothing uncommon. Since 1953 the company has spent or allocated more than \$100,000,000 for expansion of facilities in the South.

Many of its dealers continue to hope that Chrysler Corp. will invest a huge chunk of capital in an assembly plant in the South. Nothing would suit the company better, President "Tex" Colbert has told SAJ editors, but the market must expand further to warrant that step. For years Chrysler has held on to an option on a big slice of land situated not far from the Ford assembly plant near Atlanta. With his deep-seated regard for his native Texas, Lester Lum Colbert can also be expected to give a lot of consideration to situating such a plant in the Southwest.

How are things kicking in the shop? Is your volume up? What are you doing to promote more business? Some things are being done which have brought more activity--and therefore more dollars--in southern shops lately. The September issue will round up some of these ideas and give you details on how successful they've been. There's money to be made in a well-promoted shop.



## Sealed Power PX Pistons are most economical on per-mile basis

It costs a lot of money to replace pistons. Sealed Power PX Pistons are the longest-lasting pistons on the market, and therefore cost the owner least, on a per-mile cost basis.

Special silicon aluminum alloy gives Sealed Power PX Pistons maximum heat dissipation, and control over expansion. The new 3-rib design transmits explosion load evenly from the head of the piston to the pin, preventing side-sway and misalignment.

Every PX Piston is factory-fitted with the exclusive Sealed Power GI-60 Groove Insert for protection against top ring groove wear, assuring longer life for both piston and rings. A special surface treatment absorbs oil and protects against cold-start scuffing.

Whenever you have a re-bore job, be sure you install Sealed Power PX Pistons—for best performance, longest wear, and utmost customer-satisfaction!

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

# Sealed Power Piston Rings

BEST FOR RE-RING!      BEST FOR RE-BORE!



Sealed Power KromeX  
Piston Ring Sets



Sealed Power PX Pistons



Sealed Power  
Cylinder Sleeves



Sealed Power Valves



Sealed Power  
Water Pumps





## Automotive MARKETS

### Air Conditioner for Less Than \$200?

**B**EFORE another season there may be jolting news in the field of automotive air conditioning.

As this is written, it is reported that plans are being activated for a southern factory which will manufacture air conditioners to be installed in the owner's car for slightly less than \$200.

It is a unit, according to claims of the inventors, that will cool in summer and heat in winter. Furthermore, according to claims, there is no compressor involved and there aren't even any moving parts. Nor does it operate off the electrical system.

At this time it is all in the hush-hush state, but the two partners who say they have worked for more than two years cleaning out the bugs, are about ready to go. They have been contacted by representatives of the "Big Three" car manufacturers, who were reported as acutely interested.

If these boys have what they say they have, then the big questions are:

How much production will there be next year on this unit?

Where will that production go?

Will there be any left for independent dealers and, if not, will current dash-model air conditioners continue strong in the market with sales to car owners who won't wait for this less expensive unit?

### Southeastern States Lead in Tourist Trade

**S**OUTHEASTERN states are leading all other regions of the United States in the number of motels and tourist courts and second in the rate of gain in business done, according to the U. S. Department of Commerce.

To the automotive fraternity that means simply a fast-expanding service business. For statistical details, turn to page 88.

### GM's Payroll Scales Second Highest Peak

**G**ENERAL Motor's world-wide employment and payrolls in the first six months of 1956 were at the second highest levels for a first half year in the company's history, President Harlow H. Curttice and Chairman of the Board Albert Bradley announced.

GM employment throughout the world averaged 617,302 and payrolls \$1,441 million for the first half of 1956, compared with the record half of 1955, when average employment was 624,954 and payrolls were \$1,563 million.

The decline from the 1955 peaks

was largely the result of adjustment in production schedules during the 1956 second quarter.

### Buick Builds 300,000th Hardtop

Buick built its 300,000th four-door hardtop Monday, July 23, approximately 16 months after it was put into production. The 300,000th two-door hardtop was not built until more than five years after it was introduced. Nearly 1,500,000 hardtops have been built by Buick since the style was introduced in 1949.

### Perfection Steel Builds First Aluminum Trailer

**D**EPARTING from its traditional steel construction, The Perfection Steel Body Co., Galion, O., has fabricated its first all-aluminum dump trailer from metal supplied by Aluminum Co. of America.

The king-size aluminum body is 20' long, 8' wide and 4' high and



is fabricated from 3/16" sections of aluminum sheet.

The aluminum construction eliminates 2,000 pounds of dead weight, resulting in a ton of increased payload on every trip, it was said. Painting is not required and maintenance problems are minimized because the metal is highly resistant to corrosion.

### Parts Wholesalers' Net Drops

**P**ARTS AND equipment wholesalers suffered a sharp drop in net profit after taxes last year, according to a survey just announced by Motor and Equipment Manufacturers Association.

A composite statement of 410 jobbers' reports showed:

Net profit after taxes declined to \$6,967 last year from \$8,290 in '54. The figure in '53 was \$10,785 and \$12,705 in '52.

Net profit on sales (after tax provisions, etc.) was: 2.0% in '55, 2.5% in '54, 3.3% in '53 and 3.8% in '52.

Net profit on net worth fell to 5.5% last year, compared with 6.6% in '54, 8.9% in '53 and 10.4% in '52.

Inventory turnover for the four years was about the same: 3.2 times in '55, 3.0 in '54 and 3.1 in '53 and '52.

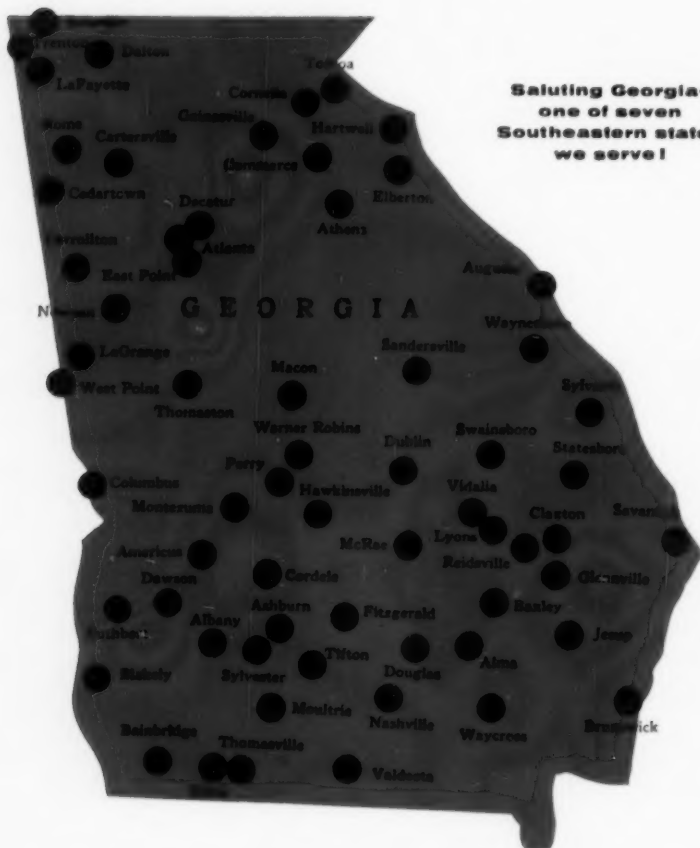
Sales, aggregated \$356,743 in '55, \$326,401 in '54, \$330,829 in '53 and \$327,960 in '52.

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buy...



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one of seven  
Southeastern states  
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Americus—Keenan Auto Parts Co.  
Atlanta—American Auto Parts Co.  
Max Auto Parts  
Perrin Auto Supply  
Power Service Co.  
Harry Sommers, Inc.  
Southern Bearings & Parts Co.  
Swanstrom Auto Electric Co.  
Wagstaff Motor Co., Inc.  
Ashburn—Brooks Auto Parts  
Athens—Anderson Auto Parts  
Augusta—Bowers Auto Electric Co.  
The Motor Supply Co.  
Bainbridge—Bruce Jones Co.  
Keenan Auto Parts Co.  
Baxley—Brooks Auto Parts Co.  
Blakely—Keenan Auto Parts Co.  
Brunswick—The Motor Supply Co.  
Gairo—Keenan Auto Parts Co.  
Carrollton—Flanders Parts Co.  
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Columbus—Auto Supply Co.  
Commerce—Slack Commerce Parts Co.  
Cordele—Cordele Auto Supply Co.  
Butler Supply Co.  
Cornelia—Slack's Auto Parts  
Cuthbert—Keenan Auto Parts Co.  
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Genuine Parts Co.  
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East Point—Genuine Parts Co.  
Elberton—Anderson Auto Parts  
Fitzgerald—Brooks Auto Parts  
Gainesville—Slack's Auto Parts  
Glenville—Brooks Auto Parts  
Hartwell—Anderson Auto Parts  
Hawkinsville—Keenan Auto Parts Co.  
Jesup—Brooks Auto Parts Co.  
LaFayette—LaFayette Auto Parts  
LaGrange—Piston Ring & Supply Co.  
Lyons—Brooks Auto Parts  
Macon—Butler Supply Co.  
Motor Parts Co.  
McRae—Brooks Auto Parts  
Montezuma—Keenan Auto Parts Co.  
Moultrie—Briggs Auto Parts  
Keenan Auto Parts Co.  
Nashville—Brooks Auto Parts  
Newnan—Cottle's Auto Supply  
Perry—Brooks Auto Parts  
Reidsville—Nelson Sales Co.  
Rome—Southern Bearing & Parts Co.  
Rossville—Hart's Automotive Parts Co.  
Sandersville—J. B. Wall Co.  
Savannah—The Motor Supply Co.  
Statesboro—Statesboro Auto Parts  
Swainsboro—Swainsboro Motor Parts  
Sylvania—Brooks Auto Parts  
Pinckney's Auto Supply Co.  
Sylvester—Brooks Auto Parts  
Thomaston—Keenan Auto Parts  
Thomasville—Bruce Jones Co.  
Keenan Auto Parts Co.  
Tifton—Brooks Auto Parts  
Keenan Auto Parts Co.  
Toccoa—Slack Toccoa Parts Co.  
Trenton—Kyer Auto Parts  
Valdosta—R. H. Bassford Auto Co.  
Vidalia—Brooks Auto Parts  
Warner Robins—Brooks Auto Parts  
Waycross—Thompson Motor Supply Co.  
Waynesboro—Skinner Auto Supply Co.  
West Point—Cottle's Auto Supply





## Automotive NEWS BRIEFS

### Six Southerners Awarded Nash's Bermuda Jaunt

SIX southerners and their wives were among 26 winners of all-expenses-paid vacations in Bermuda and New York last month in Nash Motors' "On Target" 40-day contest conducted on the basis of greatest sales increases.

Among the vacationers were Dutton Long, Dutton E. Long Nash, Ocala, Fla.; William P. Restorff, Restorff Motors, College Park, Md.; Thomas D. Boyce, Camden Nash Co., Camden, Ark.; Eugene L. Sish, Sish Motor Co., Hopkinsville, Ky.; Matt Calovich, Kansas Nash, Kansas City, Kan., and Tom Bush, Carlsbad, N. M.

### Galveston Dealers Elect

The Galveston County (Texas) Automobile Dealers Association has elected L. B. Welsh, Welsh Bros. Chevrolet Co., president; C. W. Kennard, Kennard-Greene Mo-

tors, vice-president, and Mack Wright, Oleander Motors, secretary-treasurer. All are of Texas City.

JANUARY	APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
1	1	1	1
2	2	2	2
3	3	3	3
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6	6	6	6
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27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31

### Looking Ahead

August 26-27—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, near Savannah.

August 26-29—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.

Sept. 20-22—Annual convention of Automotive Parts Rebuilders Association, Edgewater Beach Hotel, Chicago.

Sept. 23-25 — Annual convention of Texas Automotive Dealers Association, Commodore Perry Hotel, Austin.

Sept. 27-29—Annual convention of Arkansas Automobile Dealers Association, Marion Hotel, Little Rock.

Sept. 30-Oct. 2—Annual convention of Tennessee Automotive Association, Gatlinburg.

Oct. 3-4 — Annual convention of Kansas Motor Car Dealers Association, Hotel Baker, Hutchinson, Kan.

Oct. 14-16—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.

Oct. 21-22 — Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City.

Oct. 21-23 — Annual convention of Florida Automobile Dealers Association, Fort Harrison Hotel, Clearwater.

Oct. 21-23—Annual convention of National Independent Automobile Dealers Association, Hotel New Yorker, New York City.

Oct. 21-23—Annual convention of Alabama Buena Vista Hotel, Biloxi, Miss.

Oct. 25-26 — Annual convention of Automotive Wholesalers of Texas, Statler-Hilton Hotel, Dallas.

Oct. 28-29—Annual convention of Automotive Wholesalers Association of Louisiana, Monteleone Hotel, New Orleans.

Nov. 4-6—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Nov. 11-12 — Annual convention of Kentucky Automobile Dealers Association, Seelbach Hotel, Louisville.

Nov. 17-18 — Annual convention of Florida Automotive Wholesalers Association, Hotels San Juan and Angebilt, Orlando.

Dec. 8-16 — National Automobile Show, Coliseum, New York City.

Jan. 26-30—Annual convention of National Automobile Dealers Association, Municipal Auditorium, San Francisco.

Feb. 4-7—30th anniversary National Auto Accessories Exposition, Coliseum, New York City.

Feb. 9-16—Albuquerque Auto Show, State Fair Grounds, Albuquerque, N. M.

April 4-7—Southwest Automotive Show, Fair Park, Dallas, Texas.

April 25-27 — Biennial Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

May 6-7 — Annual convention of Missouri Automobile Dealers Association, Chase Hotel, St. Louis.

May 9-12 — Midwest Automotive Service Industries Trade Show, St. Louis, Mo.

May 12-15—Annual convention of Automotive Engine Rebuilders Association, Sheraton-Cadillac Hotel, Detroit.

June 20-23, 1957—Annual convention of Independent Garage Owners of America, Toledo, Ohio.

Production has begun on the first of the Army's new gasoline-drinking "Mechanical Mules" upon receipt of an Army Ordnance contract for approximately \$3,500,000 by Willys Motors, Inc. The four-cylinder version of its four-footed namesake is the first all-new lightweight tactical vehicle to be added to the military procurement program since the development of the jeep. It is the first military vehicle to carry a load greater than its own weight. It is 100" long, 46" wide and can be transported by helicopter or plane or dropped by parachute. It has the lowest silhouette of any military vehicle of 27" and can climb a 72% slope with ammunition and supplies. It can be towed behind a jeep or truck or linked in a series, with certain engine adjustments and tow bars, to form a "mule train" which can be led easily by one man.



# The Only Job that Doesn't Need

## PERFECT

### WHEEL WEIGHTS

Reproduced from  
original wood  
carving by  
Andy Anderson  
from the  
J. L. Birmingham  
collection.



with the **NEW**  
and **EXCLUSIVE**

# Safety LINCHER CLIP<sup>®</sup>

**LOCKS ITSELF SECURELY**  
**Under Lip of Rim**  
**Eliminating Any**  
**Outward Dynamic Thrust**



#### "C" Type Weight

Made for ALL passenger car rims except outside of rims on Cadillacs with large chrome hub caps covering entire wheel or Cadillacs equipped with Sabre spoke wheels. Both these type wheels can be balanced with "C" Type Weights on the inside of wheel. Made in a complete range of sizes.



**PERFECT EQUIPMENT CORP.**

804 W. Morgan St.

KOKOMO, IND.

P.O. Box 706



Manufactures of Passenger and Truck Wheel Weights-Coil Spacer Rings-Caster Shims.



Glenn H. Schricker (top) and Fred R. Hodges (above) have been named Atlanta and Dallas district sales managers, respectively, for the newly-created Lincoln Division of Ford Motor Co. Schricker has been Atlanta Mercury district sales manager the last six years and Hodges was formerly the Dallas assistant district sales manager for Lincoln and Mercury.

David P. "Doc" Whelchel (below), manager of the Tennessee Automotive Association, was promoted from vice-president to president of the Automotive Trade Association Managers at their national summer meeting at Seattle last month. He is a former Ford Motor Co. official who was stationed at Atlanta. In World War II he achieved the rank of commander.



Pictured at the formal ground-breaking recently in the construction of Reliable Chevrolet Co.'s new home in Meridian, Miss., are (l. to r.): Mrs. Nelson Hall, Nelson Hall, Mrs. Lincoln, B. L. Knost, general contractor, Durwood May, architect, and R. S. "Dick" Lincoln, owner. The building, which will embrace approximately 36,000 square feet, will house the salesroom, service department and parts and accessories.

## George W. Sandridge Joins Arkansas Dealer Group

GEORGE W. Sandridge of North Little Rock, Ark., has been named field director and assistant secretary of the Arkansas Automobile Dealers Association, Executive Secretary George H. Benjamin has announced.

Sandridge joined General Motors in 1922 with what was then Oakland Motor Car Co. and helped

to introduce a new car—today's Pontiac. He moved to Chrysler Corp. in 1929 and helped in introducing the DeSoto and Plymouth. He was also formerly a retail dealer in Little Rock.

## Buick Leads in Power Steering

Buick reported last month that its 162,825 cars equipped the first six months of this year with power steering topped the industry.

Graduates of the Ford Merchandising School from seven southern and southwestern states of the southwestern region of Ford Division, Ford Motor Co., held a three-day reunion and a series of business meetings at Oklahoma City last month. They heard an address by C. R. Beacham, general sales manager of Ford Division, and elected these officers (l. to r.): Cecil Wade of Laredo, Texas, vice-president; B. A. Fortier, Jr., of Abbeville, La., president, shown being congratulated by Brooks Hall, vice-president of Fred Jones, Inc., Oklahoma City, retiring president, and Amor W. Benoit of Jennings, La., secretary-treasurer.



Only Texaco Sky Chief gives you **1 • 2 • 3** power!

- 1 PETROX.** Provides a protective coating for engine parts, protects rings, plugs, valves, pistons. Cuts power loss from harmful engine deposits and wear!

**TEXACO**  
**DEALERS**  
IN ALL 48 STATES

*Texaco Products are also distributed in Canada and Latin America.*

and a **GREAT NEW**  
**SOURCE OF CUSTOMERS!**

THE big push for Sky Chief is on — with a new and powerful selling slogan! The magazine ad, above, in full color, will be seen by more than 40-million readers. 9,000 poster boards will reach millions of motorists on the road every day. Big newspaper ads all over the U. S. telling many more millions. Hard and steady selling on the ABC Weekend Broadcasts, plus many other local news and sportscasts. And at the stations — banners, banjo-pole signs, special pump globe hoods, flying pennants!

*No wonder TEXACO DEALERS are such busy dealers!*







Top: George Galster (right) explains at Atlanta how his portable dynamometer works. Looking on as Champion Spark Plug's service manager is at the controls are (l. to r.): O. H. Crowe of Atlanta Gas Light Co., vice-president of the Fleet Superintendents Association, which Galster addressed; J. D. Dunn of Delta Air Lines, Inc., and Jack Fraser, general manager of Genuine Parts Co. In the other photo Galster (at left) tells some Champion field personnel about the machine (l. to r.): Steve Bastean, Sam Rollins and Howard B. Tranum, all out of the Atlanta office.

## Oil-Type Fouling on New-Car Plugs Is Sometimes Okay, Engineer Says

**O**IL-TYPE fouling on plugs in new cars should be treated with some understanding usually and not lead you to think the wrong kind of plug was originally installed.

That's the experience of George Galster, service manager for Champion Spark Plug Co., Toledo, Ohio. He told the July meeting of the Fleet Superintendents Association at Atlanta, Ga.:

"In such cases it might be necessary to use a hotter plug" but

pointed out that "some new cars show this trouble during the break-in period." In the latter instances, plugs should be degreased, cleaned and put back in because the chances are that they will operate okay after the break-in period has been concluded, he said.

Using a timing light correctly cuts maintenance costs, Galster asserted in his closely followed remarks. He demonstrated how detonation shot up the temperature by several hundred degrees by in-

jecting a mixture of kerosene and regular grade fuel in a four-cycle, single-cylinder engine to which he had connected an electric generator, amounting in effect to a portable dynamometer.

Champion is making four of these hook-ups for use by field service representatives. Question after question directed at Galster after his address indicated the interest which he had aroused in the approximately 60 fleet men present.



Benson Ford, vice-president of Ford Motor Co. and chairman of the company's dealer policy board, will address the annual convention of the Tennessee Automotive Association at Gatlinburg Sept. 30-Oct. 2.

## 1957 NADA Exhibit Sells 50% Space

**O**VER 50% of the booth space in 1957 National Automobile Dealers Equipment Exhibition has been sold, according to Manager Roy Smith. San Francisco's Civic Auditorium will be the site for the show, as well as for NADA's 40th annual convention, Jan. 26-30.

In reporting the unprecedented advance space sale, Smith said: "With 'Service—Key to Profit' as an underlying convention-exhibition theme, exhibitors are recognizing the 10th exhibition to be an unequalled marketplace for service equipment, business systems, office equipment, re-sale items and all products used in automobile dealerships, their service departments and office operations."

(Continued on page 128)

# Laher SPRING BOOSTER

for all  
makes-models  
**CARS &  
TRUCKS**

PATENTED

Made in  
3 widths  
1½-2-2½ in.

Long Booster \$14<sup>90</sup>  
for late cars

Boosters \$12<sup>90</sup>  
for other cars

ADJUST HERE  
FOR TENSION

**FASTEST SELLING  
HELPER SPRING IN AMERICA!**

✓ Installed in Ten Minutes  
✓ They are Adjustable

**CASH IN BY ORDERING NOW—**

Install the Famous Laher Spring Booster—economical, fast substitute for new springs. Increases carrying capacity up to 600 LBS. Raises car, either side or both to normal height and level. Remember there's a Laher Booster for all makes and models of cars and trucks.

Place orders now for the tremendous summer market. Cash-in on the tremendous demand due to Laher advertising push in LIFE—SAT. EVE. POST—COLLIERS and many others PLUS A BIG BOOST ON NETWORK RADIO.

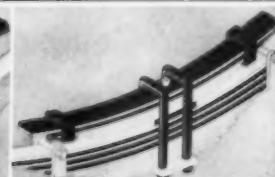
*Another great product by one of the world's largest makers of original equipment and replacement springs.*

LAHER UNIVERSAL ADJUSTABLE OVERLOAD SPRINGS, shown below, are made for all passenger cars and light trucks with leaf type rear springs. Can be installed in an hour and adjusted in 5 minutes. These "helper" springs contact the main rear springs only when vehicle is overloaded. Over 100,000 sets are in daily service. Order by width of spring.

Laher Overhead Spring, Type 3, is adaptable to some cars and ½ and ¾ ton light delivery trucks, with underslung main springs—gives them about 1800 lbs. additional capacity.

The Laher Build Up Kit is for trucks, with or without overload springs. Depending upon size of extra spring leaves installed, add'l. carrying capacities to 6 tons may be anticipated.

## HELPER OVERLOAD SPRING

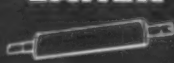


## LAHER SPRING & TIRE CORP.

ST. LOUIS, 2131 Locust St. • OAKLAND, 2615 Magnolia St. • PITTSBURGH, 5515 Penn. Ave. • MEMPHIS, 300 Madison Ave. • KANSAS CITY, 1515 McGee St. • LOS ANGELES, 807 E. 8th St. • FORT WORTH, 910 Florence St. • SAN FRANCISCO, 98 - 12th St. • SALT LAKE CITY, 541 So. State St. • SEATTLE, 714 E. Pike St. • PORTLAND, N.W. 15th & Davis • SPOKANE, 1319 W. Second Ave. • SACRAMENTO, 1217 - 16th St.



## LAHER INDUSTRIES



LAHER TIRE & RUBBER CO., INC. • LAHER BATTERY PRODUCTION CORP. • LAHER SPRING & TIRE CORP. • LASCO BRAKE PRODUCTS CORP., LTD.



# SELLING SLANTS

FROM DU PONT • MAKERS OF "ZERONE" AND "ZEREX" ANTI-FREEZE

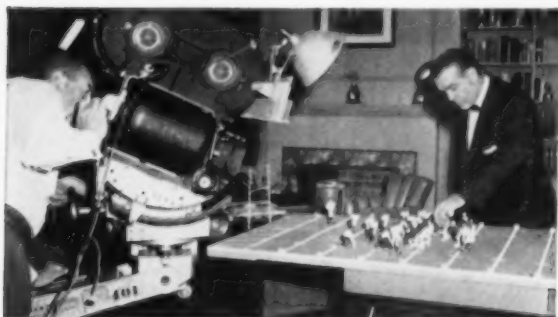


Here's lovely Betty Oakes, elected Du Pont's Miss Anti-Freeze 1956. She's a part of the Du Pont sales team working to put more profit in your till. Your customers will be seeing her during Du Pont's Anti-Freeze Week promotion, in publicity stories, on TV and radio, and in newspapers and magazines, all urging motorists to see you for their "Zerone" and "Zerex" anti-freeze. Plan to start selling early and get a head start on the big profits.



© AM. MAP CO. 1955

Be ready when Anti-Freeze Week comes to your part of the country.



TV viewers will have fun watching exciting films of the top football teams in action on "Frank Leahy and His Football Forecasts" this fall. "Coach" Leahy is real hot at predicting grid scores, and even hotter as a "Zerone" and "Zerex" salesman. More than 30 million saw the show last year, and it's sure to attract a bigger following this year. Don't you lose sales—order enough of Du Pont's two leading anti-freezes now.



Tough driving tests, through the scorching heat of Death Valley to the freezing temperatures of Pikes Peak, and also at tropical Daytona Beach, proved that not one drop of "Zerone" will boil away in today's modern car with a properly operating pressurized cooling system.

**SELLING SLANT:** Check the pressure cap and cooling system of every car you can and then sell your customers the low-cost, no boil-away protection of "Zerone" anti-freeze. It's a good way to build profits and lasting good will.

Remember, nine out of ten times you get the job when you ask for it!

## Now's the time to plan for Anti-Freeze Week sales

Anti-Freeze Week is planned to break in your area at least a week before the first cold snap! Why before the first freeze? Because it helps you to get an early start and to spread out your winterizing business. It gives you time for profitable cooling system check-ups—time to sell more "Zerone" and "Zerex" and time to pick up more of the business that always comes with that first wild rush for anti-freeze and service.

Anti-Freeze Week is a *hard-hitting* promotion. Your local newspapers and radio stations will be carrying daily Anti-Freeze Week announcements.

There'll be Frank Leahy telling motorists all about it on Du Pont's 15-minute TV Football Show. There'll be publicity stories, too, to send customers to you for early winter car care.

*Here's what you do to profit:* Plan a tie-in winterizing service of your own and be sure to display your Du Pont "Zerone" and "Zerex" dealer kit!

Do these two things and you will attract more customers, make more profits not only during Anti-Freeze Week... but all season long. And, of course, be sure to order enough "Zerone" and "Zerex"—early enough to meet the big demand.

### WRITE TO:

#### SELLING SLANTS

E. I. DU PONT DE NEMOURS & CO. (INC.)  
"Zerone"- "Zerex" Section  
Nemours 2420-E-4, Wilmington 98, Del.



REG. U.S. PAT. OFF.

## ZERONE® and ZEREX®

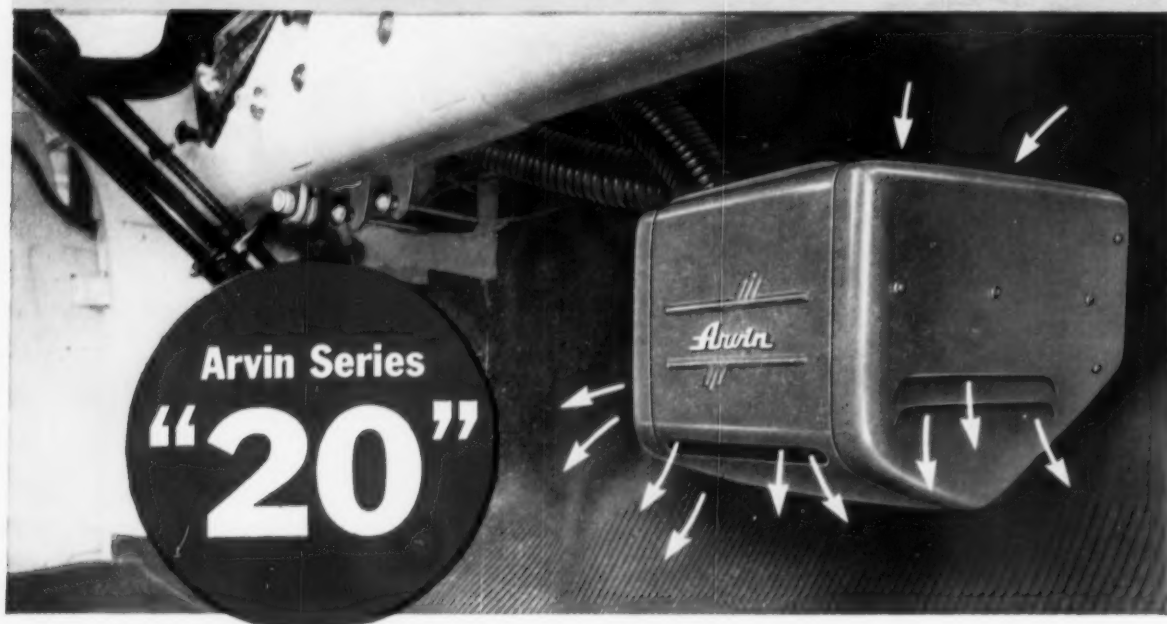
ANTI-FREEZE

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

# Arvin

## HOT WATER CAR HEATERS

for cars and trucks — 12 and 6 volt models



## Finest universal recirculating heater-defroster —priced way below car factory heaters!

Fits most makes of cars and trucks, new or old. Takes little space. Easiest-to-sell car heater on the market—because it combines proved efficiency, compact space-saving design and terrific low-price appeal, backed by the Arvin reputation for top performance and quality. Its low-price gives you a trading edge on close deals, a profit edge on good deals. And it's a perfect replacement heater for used cars and trucks. Quick, easy installation.

**FREE** Bright, sales-winning wall or window poster! Big, 17x22", 2-color streamer **FREE** with your Arvin Heater order.

List price only  
**\$31.95** Defroster Extra  
LIBERAL DEALER DISCOUNT  
12 volts—Model 20-12  
6 volts—Model 20-6

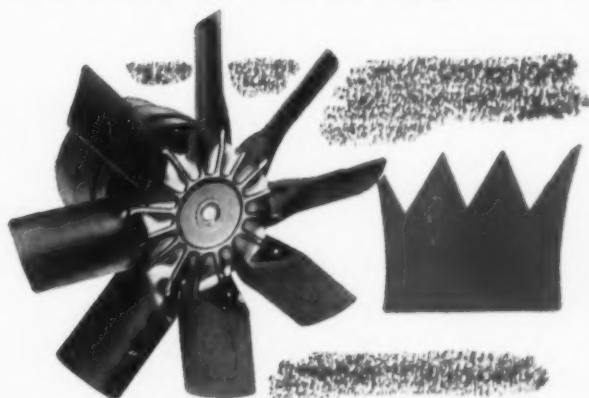
**Arvin** FIRST IN CAR HEATERS SINCE 1921



# TREMENDOUS HEAT AT TREMENDOUS SAVINGS



**Big heat from its big heart**



**...and a king-size fan**

The heart of a heater is its core, and the Arvin "20" has a BIG heart—a honeycomb core, 6x8x 2½", with 2800 square inches of radiating surface. The water changes completely every two seconds at normal driving speeds—distributes heat *fast!* The powerful 8-blade, 7-inch fan moves 150 cubic feet of warm air every minute. Circulates *all* the air in an average-size sedan or truck cab every two minutes for continuous, thorough heating comfort.

**SEE YOUR ARVIN DISTRIBUTOR**

*Electronics and Appliances Division*

**Arvin INDUSTRIES, Inc.**  
**Columbus, Indiana**



## **Pressure-Forced Fresh-Air Heat and Defrosting**

As a fresh-air heater, the Arvin "55" fits 1955 and 1956 Ford\* and Chevrolet passenger cars. It has a high-speed, impeller-type blower, operating up to 3200 r.p.m., which pressure-forces big heat volume throughout the car and to the defroster—within seconds. The large core refills with hot water every 2 seconds. With heater shut off, summer vent provides fresh air circulation for cooling. Can be completely installed in '55 or '56 Ford and Chevrolet cars in little more than an hour.

As a recirculating heater, the Arvin "55" fits Plymouth as well, and can be installed in even less time. Defrosting kit only \$4.95 list.

**List price only \$44.95**

Fresh-air kit including defroster \$9.95 extra.

**LIBERAL DEALER DISCOUNT**

12 volts—Model 55-12

6 volts—Model 55-6

*\*1956 Ford without radio*

# How much does it cost you to patch a tube?

● Labor . . . TIME . . . is naturally your big cost because the material cost is small.

## What is your time worth?

● The best answer to that one is . . . it is worth just what YOU make it worth . . . and a stop watch check might amaze you, as it has many other dealers, when the check discloses that you are practically patching tubes "For Free". . . or even at a loss.

You get paid for your time . . .  
make good profits with

# BOWES



## Chemical Seal TUBE REPAIRS

### Note these easily proven facts

- 1 Bowes Tube Repairs are faster, easier, more dependable, requiring no heat, gasoline or cement. A Bowes Chemical Seal tube repair is made in seconds. A big saving of YOUR TIME.
- 2 Dependable . . . "they stay put". . . actually outlast the tube itself . . . the national sales and service leader.
- 3 Another big time saver . . . the Bowes tube repair cabinet . . . materials and necessary equipment in one convenient container . . . easy to get at . . . easy to use . . . a place for everything you need for quick, easy, DEPENDABLE Bowes tube repairs.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, IND.  
HAMILTON, ONTARIO, CANADA • LONDON, ENGLAND  
BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA



## New

### MORE CONVENIENT TUBE REPAIR CABINET

Only 8 inches wide, contains 4 sizes Bowes keen-beveled patches, sheet rubber, solvent & cleaner . . . enough material to do over \$400 worth of tube repair business . . . and at a time savings to you to make this business your profit leader. Convenient refills from your Bowes distributor as you need them.

# Hot or Cold

## PENGUIN SERVER



### FREE WITH EACH 6 BATTERY ORDER

Your Gould jobber is making this special offer to you to insure that an adequate supply of Gould Batteries will be on hand for the busy season ahead. An outstanding and proven line of batteries is yours to choose from . . . just order six Gould Batteries of any size or type and the Penguin Server is yours . . . free.

You and your family will like the server, your customers will like Gould Batteries.

## GOULD-NATIONAL

BATTERIES, INC.

SAINT PAUL 1, MINNESOTA

# FREE

WITH  
PURCHASE  
OF

# 6 GOULD BATTERIES

It's easy to get this famous West Bend Penguin hot or cold server free. Take it home and please the family — use to keep cold foods cold for hours or hot dishes hot — a beauty for table service, handy for picnics. Beautifully made in chrome and stainless steel. Two quart capacity, nationally advertised at \$7.95.



SEE YOUR  
JOBBER  
NOW, OR  
WRITE  
US . . .



OFFER GOOD TILL SEPT. 1

**Wagner's Rigid  
Quality Control**  
means  
*BETTER BRAKES... SAFER CARS*

**YOU CAN DEPEND**



This Wagner inspector deals in fine measurements down to millionths of an inch. His comparascope, which enlarges inside surfaces to many, many times their

original size, tells him if cylinder bore surfaces are smooth enough for a positive sealing of the rubber cups against cylinder walls when brakes are applied.

Est.  
1891

**Wagner**

*...the best known  
name in brake service*

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID... DuSoy... CoMax BRAKE LINING... AIR BRAKES... TELEGRAPHY... ELECTRIC MOTORS



# ON WAGNER QUALITY....

**because Wagner Products are  
used as original equipment by car,  
bus, truck and trailer manufacturers**

These automotive manufacturers are familiar with Wagner's Rigid Quality Control policy. They know that every Wagner Lockheed Brake Part has been thoroughly tested and inspected for uniformity and dependability.

Engineers call it "quality control." What it means is that Wagner brake experts check and check and check again to make sure that only top quality brake parts ever leave the Wagner plant.

And Wagner does this for only one reason—so that you, the brake repair expert, and the makers of fine motor cars and trucks can offer customers the finest and safest brakes available anywhere.

The Wagner line of hydraulic brake parts is the most complete on the market. Every make and model vehicle is covered. Parts are available individually or in factory sealed kits.

## BECOME THE "BRAKE SERVICE EXPERT" IN YOUR COMMUNITY

Join the Wagner Franchised Dealer Program. Your Wagner jobber will help you. He can make quick delivery on Wagner Lockheed Brake Parts, Brake Fluid and Wagner CoMaX Lining.



**Wagner Electric Corporation**  
6362 PLYMOUTH AVENUE, ST. LOUIS 14, MO., U.S.A.  
(Branches in principal cities in U. S. and in Canada)



## TELL ME HOW TO UP PROFITS!

...by becoming a Wagner Franchised Dealer. I understand that there is no charge or obligation.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

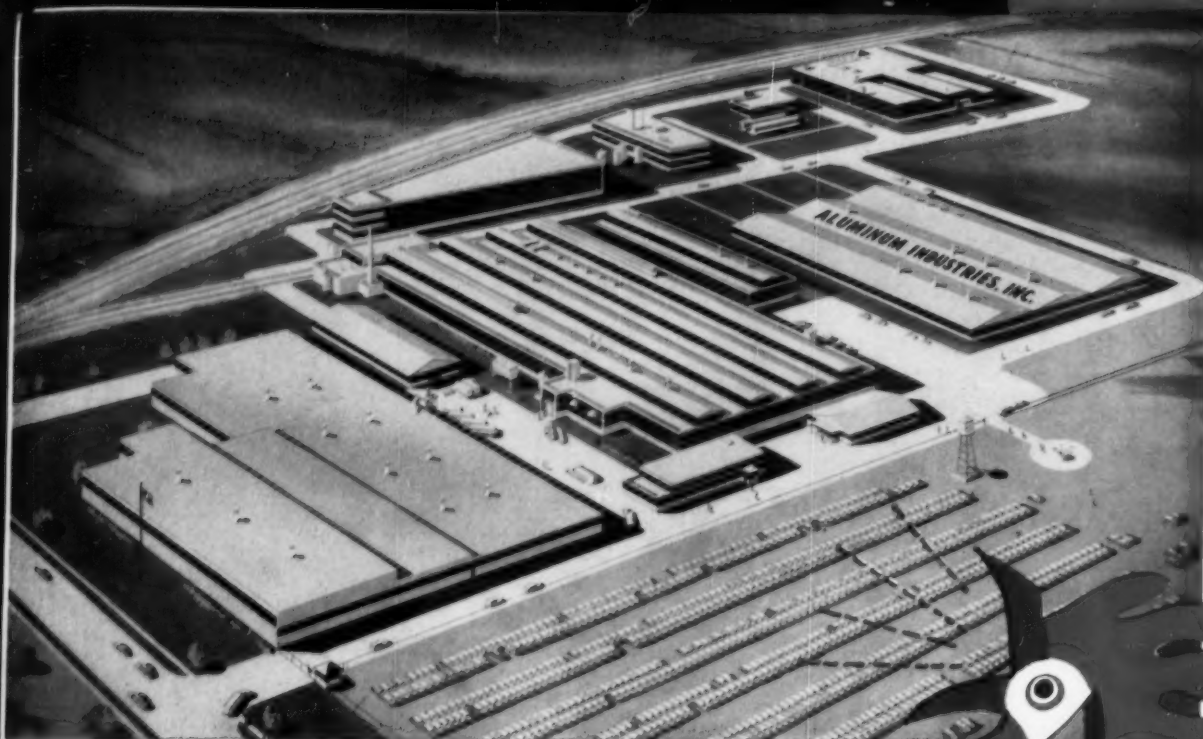
CITY, ZONE & STATE \_\_\_\_\_



P56-1



TRANSFORMERS... INDUSTRIAL BRAKES



Something to crow about!

the New Look at  
**ALUMINUM INDUSTRIES, Inc.**

We have expanded our main plants here in Cincinnati, Ohio, to 40 acres of research, development, production and service facilities. These are just the first steps in a tremendous expansion program to meet the growing requirements of our customers.

We're mighty proud to say that the service we offer is unsurpassed. And, of course, as always, Permite Original Equipment Parts are unsurpassed in quality and performance.

Phone your nearby Permite  
Distributor for the engine and chassis parts you need.

**ALUMINUM INDUSTRIES, INC. • Cincinnati 11, Ohio**

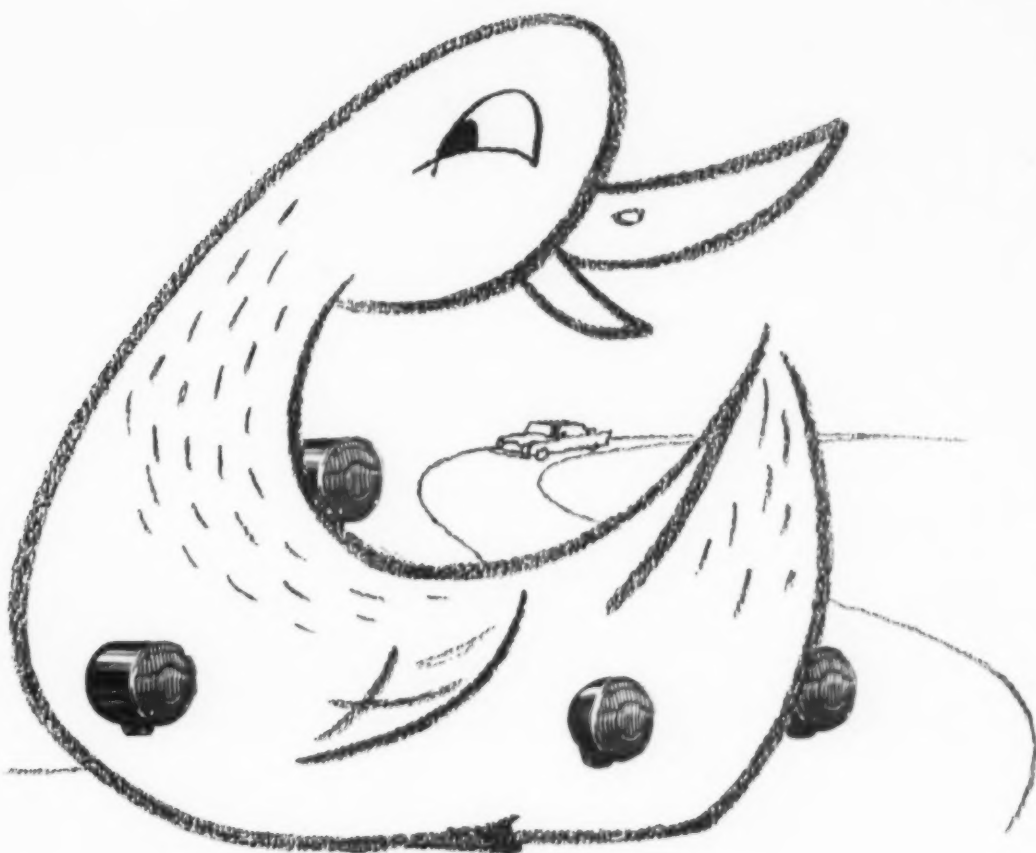


original equipment

**Permite parts**

the complete engine and chassis line





## a Sitting Duck needs protection

### WITH AS FEW AS 4 LAMPS AND 1 SWITCH SIGFLARE PROVIDES:

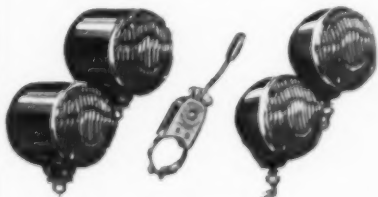
**A**—The most powerful Class A, Type 1, directional signals on the market.

**B**—Flare feature to warn oncoming traffic that the vehicle is disabled.

**C**—2 Stop Lamps as powerful as Class A, Type 1, signal lamps.

**D**—2 Tail Lamps as powerful as the law allows.

With Signal-Stat #800 switch and heavy duty Flasher, one set of lamps does it all.



*Sigflare*

available for passenger cars too

A disabled vehicle is a sitting duck for a highway pile-up . . . *unless* it has Sigflare protection.

With Sigflare, a flick of the special wing lever on the switch instantly flashes all 4 signal lamps as a powerful warning to alert and slow down oncoming traffic during those "murderous minutes" before flares are set and after they have been picked up.

Sigflare provides this extra safety feature as part of a "4 in 1" signaling system that conforms with every new ATA lighting and wiring specification.

Equipped with a heavy-duty Signal-Stat flasher engineered to flash 1, 2, 3 or 4 lamps. Flasher life is not curtailed when used on bob-tailed tractors, making them ideal for tractor-trailer combinations. The Sigflare switch provides positive pilot action too!

For more information about *Sigflare* and a complimentary copy of the new ATA Lighting Recommendations, see your jobber or write to:

## Signal-Stat

DIRECTIONAL SIGNALS • SWITCHES • FLASHERS

Signal-Stat Corporation, 523-539 Kent Ave., Brooklyn 11, New York

**FLARESTAT ENABLES ALREADY INSTALLED SIGNAL LAMPS TO DOUBLE AS DISABILITY LAMPS**

# *Walker acoustically controlled* **INTER-CHAMBER DRAINAGE** *reduces condensation ...adds longer life*

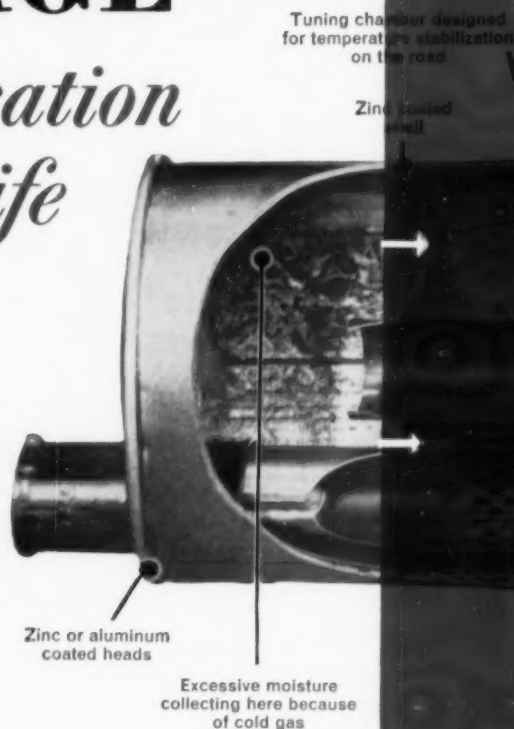
Because certain chambers within a muffler operate at lower temperatures than others, they become natural "condensers" for the exhaust vapor produced by the engine in normal operation. As this acid condensate increases, more and more heat energy is required to evaporate it until a point is reached where these chambers are never free of water under normal, low-speed, low-temperature, start-and-stop driving. This rapid build-up of condensate greatly increases corrosion.

"Acoustically Controlled Inter-Chamber Drainage" has been included in each Walker "Precision Tuned" Silencer specifically created for cars factory-equipped with duals—such as Buick, Cadillac, Chrysler, DeSoto, Dodge, Ford, Lincoln, Mercury, Oldsmobile, Packard.

This new and advanced Walker feature permits any collected condensate to flow from the cooler *moisture collecting areas*

of the Walker "Precision Tuned" Silencer into the hotter *moisture dissipating areas*. Here the acid condensate is carried away by the gas flow, reducing internal corrosion to a minimum.

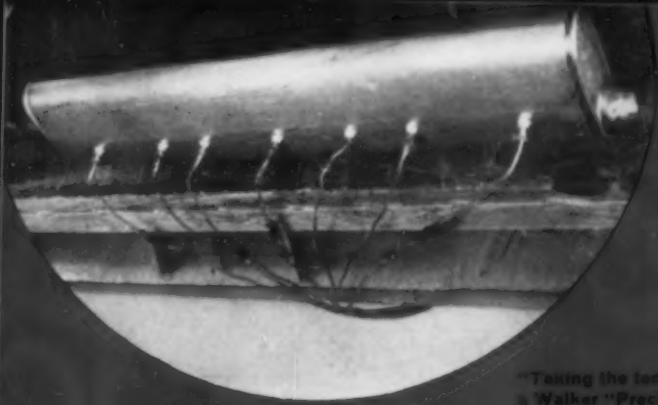
This *right combustion* of special corrosion-resistant materials on shells, heads, tubes and partitions where required—plus "Acoustically Controlled Inter-Chamber Drainage"—assures longer life even under severe conditions.



WALKER MANUFACTURING COMPANY OF WISCONSIN • RACINE, WISCONSIN

Exhaust Silencers • Oil Filters • Jacks





"Testing the temperature" of a Walker "Precision Tuned" Silencer for on-the-road temperature stabilization.



Asbestos and cover  
inner parts run hotter

Inter-chamber drainage

Excess moisture  
collecting zone

Exterior  
drainage

HOTTER RUNNING TRI-FLOW CHAMBER  
MOISTURE DISSIPATING AREA FROM  
HEAT AND GAS FLOW PICKUP

Zinc coated or aluminum  
coated partitions

Aluminum coated  
lower tube

Extra heavy  
rear zinc coated  
drawn head

*the right combination of all things  
to make a truly great exhaust system*

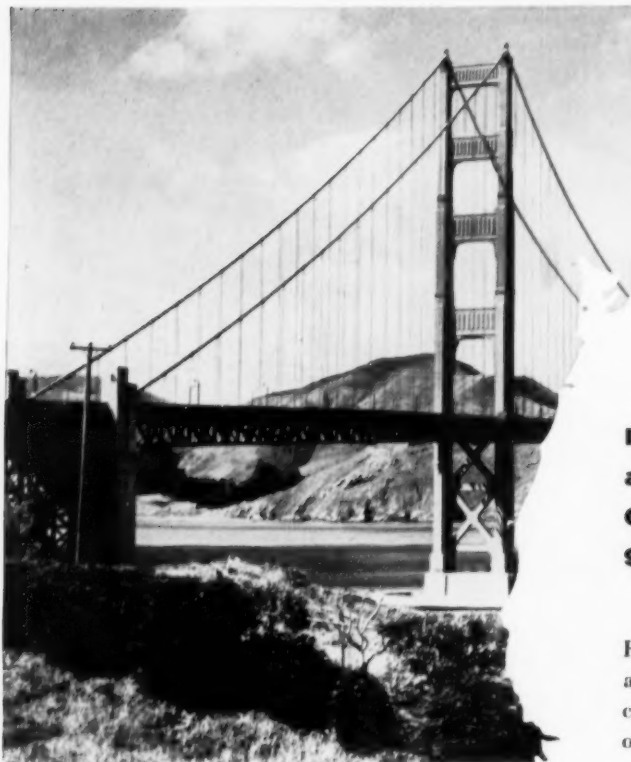
# WALKER

Precision Tuned

# SILENCERS



# All America is your



**In your own community, in America as a whole, AC Quality Products are Original Equipment on better than 90% of all cars produced!**

From the Golden Gate to Key West, you can look at any parking lot . . . any crowded highway . . . or count off the cars and trucks as they come into your own shop.

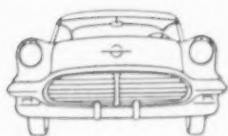
*Nine out of every ten of those vehicles are factory-equipped with AC Quality Products!*

Translate that figure into totals and you get more than 53,000,000 AC-equipped cars and trucks in

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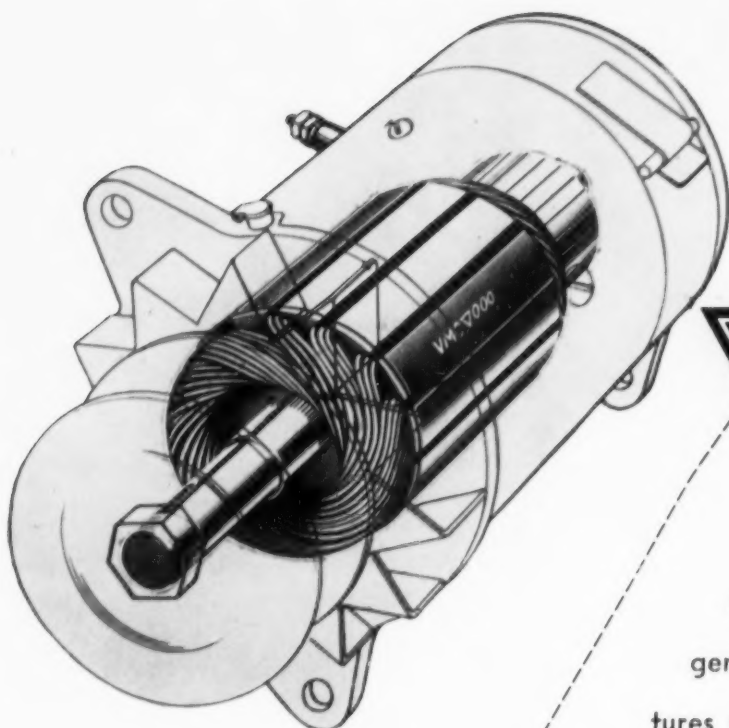
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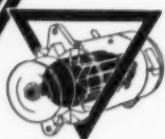
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## SOUTHERN AUTOMOTIVE JOURNAL

AUGUST, 1956

# Servicing "Big Boys" Pays

By Hal M. Newsome

**L**UBY Chevrolet followed the nation-wide trend among some larger dealerships over the last several years and went in for completely separate truck-service facilities. Like so many other dealers over the South, Luby management has profited from this step. If you're interested in expanding truck shop volume, maybe what this Miami, Fla., dealership has done could aid you in your planning.

Building a roomy separate plant for specialized truck service in a different part of town has doubled service volume, and more than doubled parts volume and new-truck sales for Luby in the past few years.

In the new-truck division alone, labor sales on repair and maintenance have increased from \$3,500 a month the first year to \$7,000 and \$10,000, respectively, the next two years, and to \$15,000 monthly at present. Parts sales have jumped from \$10,000 monthly to \$23,000 in about the same

period, records of the company show.

Also, during this time the shop at the main dealership has increased its volume enough to more than make up for the truck-service volume given up.

Since the separate truck division was set up, new-truck sales have increased from 175 to 500 units a year, with used-truck turnover in proportion — and no such boost in sales percentage was reported by other Miami dealers who still "lump" their car and truck service in the same plant.

In Luby's truck branch, regular systematic preventive maintenance is being done for ten large fleets and for a total of 50 local firms of all sizes who wish to insure uninterrupted delivery of their goods and services at lowest annual transportation costs. About one third of all the truck work is done on sizable fleets, much of it at night.

Manager Lee Spence of Luby's and Manager Hershey Glantz of the truck division say that the three outstanding advantages of having a branch truck plant are:

1.—It provides reserve service capacity at peak-load hours, mostly for passenger cars in the daytime and for trucks on both day and night shifts. This speed-up of service builds both volume and good-will; it permits getting additional car jobs out the "same day," and servicing many trucks at night at regular prices instead of laying them up daytimes and crippling owners' delivery service. No overtime is charged for night work.

2.—The added space and specialized operation permits organizing and selling a regular routine preventive maintenance service to many more truck owners, and especially to fleets. There is neither floor space nor time to do this on a large scale in the conventional dealer's shop — and this is one reason why independent garages get much of this work and



many fleets do their own. Specialized mechanics, tools, maintenance forms and test routines permit Luby's to meet this problem systematically, and the night shift provides the additional time required.

3.—The continuous constructive contacts with truck owners of all types "open the door" eventually to many additional new- and used-truck sales. Business owners prefer to go to a specialized truck plant for service, especially because of the overnight feature —

and they also like to buy trucks where they are sure of getting good, fast service right along.

Luby's keeps a record of the condition of the rolling stock of each customer and passes this on to its new-truck salesmen when indicated. It keeps one salesman always "on deck" at the truck plant; and when repair estimates run high on some job, he goes into action with all the facts he needs. Better used trucks and salesmen's car deals are set up the same way.

Another advantage of a "second"

plant is that, starting from scratch, a superior location can be selected — a lot big enough to permit a large building, an ample setback from the street and/or plenty of space at the side to permit turning and parking big trailers and displaying new and used trucks. The Luby plant has three large 14' by 16' doors, and a big trailer can drive right through and out the back without unhooking or turning. It has 30,000 square feet of outside space, with separate buildings for lube, wash, pit, cleaning parts and steam cleaning.

The main building is 140' by 80' and provides 12,000 square feet on the ground level — room enough to separate special departments and stalls, and route the work without interference even on the largest trucks.

#### Plant Cost \$250,000

The plant, including land, cost \$250,000, and since it is located on a through-truck and main highway, the firm finds it can get considerable advertising just from the impressive building and large number of vehicles always in sight. It also finds that it gets a lot of "neighborhood" business, especially on cars, and two neighborhoods are better than one!

While trucks account for 65% of the service volume, the 35% on cars is not overlooked. Much of the latter is secured through convenience of the location; and this, as well as favorable realty prices in outlying areas, indicates a well-separated location for the branch plant.

Truck specialization permits and, in fact, compels: Installation of more and better modern repair equipment; better location of equipment; specialized training and selection of mechanics who really like truck work; streamlining of work to cut job time either to permit lower prices or increase net profits or both; the setup supplies material for more effective promotion, as specialization is a good talking point; it attracts service business on different makes of trucks, whose owners are eventually prospects for trade-ins. About 20% of trucks serviced are of "other" makes and the specialized and night service brings them in.

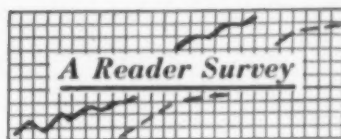
Luby's uses direct-mail promotion with a different letter each month going to a steadily-expanded list of new prospects among firms using trucks of all types and sizes. The letters, in addition to

(Continued on page 72)

This Air Force form is often used at Luby's. So also is a somewhat similar listing for 1,000 to 3,000 miles for three- to six-week intervals.

GASOLINE ENGINE EQUIPPED TRUCKS	
<b>"B" SERVICE</b> Suggested Mileage - 10,000 to 20,000 Miles — Suggested Time Interval - 3 to 6 Months MODEL & CHASSIS NO. _____ DATE _____ OWNER _____ TRUCK NO. _____ ADDRESS _____ R.O. NO. _____ MILEAGE _____ (✓) OR (X) ADJUSTMENT MADE (O) NEEDS ATTENTION	
CHASSIS SERVICE	
1. PITMAN & STEERING ARMS, DRAG LINK & TIE ROD - Inspect for looseness.	36. RADIATOR - Examine coolant level - Add water if level is low or fog steering wheel if level is low and antifreeze is used.
2. STEERING GEAR HOUSING - Inspect. Tighten steering gear housing bolts.	37. WATER PUMP PULLEY - Loosen belt and check pulley for looseness.
3. KING PIN DRAW KEYS - Tighten.	38. AIR COMPRESSOR - Tighten mounts - Adjust belts if necessary.
4. CLUTCH LINKAGE - Examine clutch linkage for any abnormal condition.	39. ENGINE SUPPORTS - Inspect condition of insulators.
5. BRAKE MECHANISM - Inspect hoses, lines, chambers, etc. for leaks - Tighten connections. Examine cross shaft cables, linkage, slack adjuster, etc. for abnormal wear. Inspect for oil and grease on drive line tie parking brake.	40. ENGINE - Inspect for external oil leaks. Examine outside oil and fuel lines for chafing and kinks.
6. MASTER CYLINDER - Examine fluid level and correct if necessary. Inspect brake pedal free travel and report.	41. FUEL FILTERS - Clean all - Clean fuel pump screen and bowl. Replace gasket (does not include element).
7. HYDROVAC - Inspect and oil hydrovac.	42. FUEL PUMP - Test and record pressure and capacity.
8. AIR TANKS - Drain.	43. STARTER AND GENERATOR - Inspect commutator and brushes. Tighten connections.
9. TRANSMISSIONS - Inspect for leaks. Tighten rear bearing retainer cap screws.	44. SPARK PLUGS - Remove, inspect, clean and gap. Replace with new gasket (Does not include new plugs).
10. CENTER BEARINGS & BRACKETS - Inspect for looseness.	45. ENGINE COMPRESSION - Test and record on each cylinder: Dry 1 2 3 4 5 6 Oil Added 1 2 3 4 5 6
11. UNIVERSAL JOINTS AND FLANGES - Inspect for looseness.	46. DISTRIBUTOR - Inspect points - Set point gap (Does not include new points).
12. PINION BEARING - Inspect for looseness.	47. DISTRIBUTOR - Remove wires from cap - Inspect contacts for corrosion and cap for cracks. Inspect condition of wires.
13. DIFFERENTIAL HOUSING - Inspect for lubricant leakage around differential housing and pinion oil seal. Tighten.	48. IGNITION TIMING - Set timing with light.
14. REAR AXLE BREATHERS - Remove, clean thoroughly and re-install.	49. CRANKCASE VENTILATOR VALVE - Remove and clean.
15. "U" BOLTS (Front & Rear) - Tighten.	50. OVERHEAD OILING SYSTEM - Inspect to see that proper oil flow is taking place.
16. SPRINGS - Inspect shackles for looseness and wear and leaves for breakage or misalignment.	51. CYLINDER HEAD - Tighten cylinder head bolts to torque specifications with torque wrench.
17. TIRES - Inspect for unusual wear.	52. VALVES - Adjust valve lash. Replace cover gasket.
18. FRAME & BRACKETS - Inspect for loose or broken members.	53. MANIFOLDS - Tighten nuts. Inspect for leaks.
19. MUFFLER - Inspect condition of muffler, tail pipe & brackets.	54. CARBURETOR - Adjust idle with vacuum gauge.
20. CAB HOLD DOWN BOLTS - Tighten as necessary.	55. ENGINE OIL - Change oil, inspect engine oil for water and fuel dilution.
21. LUBRICATION - Lubricate chassis according to lubrication chart.	56. ENGINE OIL FILTER - Replace (Filter element extra cost).
22. DOOR LOCKS, HINGES & WINDOW REGULATORS - Inspect for wear and proper operation lubricate.	57. CARBURETOR AIR CLEANER - Clean (Does not include oil).
23. PAINT & SHEET METAL - Inspect for general appearance.	58. CRANKCASE BREATHER AIR CLEANER - Clean.
24. SAFETY DEVICES - Is vehicle equipped with the following: Turn signals First Aid Kit Reflectors Jack Clearance lights Flares Fire Extinguisher	59. AIR COMPRESSOR AIR CLEANER - Clean.
25. LIGHTS - Test all lights, inspect lenses.	60. HYDROVAC AIR CLEANER - Clean.
26. KING PINS - Inspect for looseness.	61. GOVERNOR AIR CLEANER - Clean.
27. WHEEL NUTS - Tighten all wheel nuts.	
28. WHEEL BEARINGS - Clean, repack and adjust all wheel bearings - replace grease retainers. Inspect brake lining, anchors, locks, springs, wheel cylinders and drums. Shine out drums and shoes, lubricate shoe anchors.	
29. TIRE IN - Adjust if necessary: Before Adjustment After Adjustment	
GASOLINE ENGINE SERVICE	
30. BATTERY - Take hydrometer reading each cell (1 Pos) 2 (1 Neg) 3 Fill with water.	
31. BATTERY - Remove cables at battery - clean terminals - re-install cables and coat with petroleum jelly. Test voltage of each cell (1 Pos) 2 (1 Neg) 3	
32. RADIATOR CORE - Inspect for leaks. Inspect mounting.	
33. WATER PUMP - Inspect for leaks. Inspect condition of belts.	
34. RADIATOR & HEATER HOSES & CONNECTIONS - Inspect for leaks, cracks and deterioration tighten if necessary.	
35. CYLINDER HEAD - Inspect for evidence of coolant loss.	
	62. STEERING WHEEL - Inspect Steering gear play at steering wheel.
	63. WINDSHIELD WIPERS - Inspect operation of wipers and condition of blades (Does not include new blades).
	64. HORN - Test Operation.
	65. HYDROVAC - Before moving vehicle make hydrovac operating test.
	66. CLUTCH - Test operation of clutch and report if free travel is 1/2" or less.
	67. POWER TRAIN - Report on operation.
	68. BRAKES - Test operation of service brakes and parking brake.
	69. OIL PRESSURE - Record at idle and maximum.
	70. INSTRUMENTS AND ACCESSORIES - Inspect operation.

# Industry Plague: Mechanic Shortage



**T**HE shortage of skilled mechanics continues to plague most areas of the South and Southwest despite individual company training programs, expanded trade school activity and the stream of graduates from the GM Training Centers.

One reason is that as fast as some dealers and garagemen train up young men—those not snatched away by military demands or by the more attractive offers and conditions in other industries—these young men begin figuring they deserve more pay and depart for the larger shops.

These larger shops, however, often are hunting for skilled mechanics because of the fast-climbing registrations. Though their customer labor rate ranges as high (as in Fort Worth, Texas) as \$4.50 an hour, managements continue searching for more skilled manpower.

In the smaller towns of the Southland, the prevailing labor rate ranges from \$2 to \$3, permitting the firms to offer wages which hardly attract many men who might otherwise develop into first-class shop men. Most shops do not plan to increase their labor rates, though.

SOUTHERN AUTOMOTIVE JOURNAL mailed questionnaires to 400 garage operators and 400 franchised car dealers last month to sift through a situation which has been in the hair of many an automotive manager since World War II. Replies poured back by the scores. Among some of the latest facts revealed were:

Forty-seven per cent said the scarcity of skilled mechanics was critical. Thirty-one per cent said a moderate scarcity existed, 20%

listed the condition as "no scarcity" and 2% reported a surplus.

Of the 47%, slightly more than a third said they had raised their labor charge this year or expected to do so, with hopes of making the percentage arrangement more attractive to the force.

Nearly a third of those reporting a moderate scarcity said they had raised their rate or planned on doing it this year. Far less than a third in the "no scarcity" areas had done anything this year, or contemplated any change, in their scale.

As in previous surveys on this subject, veteran after veteran manager pointed out that jobs in many other industries offered more pay—and even better at the start

—than the life of a mechanic. There has been too little selling to young folks on what can be achieved by a man with a mechanical bent who enters the automotive industry, it was pointed out—often by men who today are successful dealers or garage owners who were at one time learners in the shop.

To meet the scarcity, some officials said they had picked up their old tools in the shop and obtained helpers. Some have begun to pinch-hit when the shop gets behind.

Despite the expansion of trade schools, the training programs inaugurated by groups such as the Oklahoma Automotive Wholesalers Association and the hundreds of graduates being spawned monthly by General Motors' Training Centers, the demand continues to exceed supply. Too, some veteran mechanics have thrown down their automotive tools and gone to aircraft or other plants where pay is higher and there's no customer with a comeback to extend the mechanics' working hours.

The labor charge can't be scaled upward too fast, in the face of competition from the "shade trees"

**Veteran dealers and garagemen predict the shortage will increase, and with the customer labor rate being so low compared with other skills, there's some reason to believe this. Too, relatively few owners plan to up their labor charges. Will "replacers" replace the repairmen?**





From Virginia: "Another factor facing us today is the difficulty in convincing young men that there is a good future in the automobile service field. The initial application, the actual working with the hands and getting dirty doing it, do not hold enough glamor and appeal for today's younger generation."

and poorly equipped shops which undercut prices of the more reputable establishments, one garage operator of 25 years' standing pointed out.

On the other hand, he asked, how long will it take to educate the American public to the fact that whereas the plumber, TV expert and some other technicians are paid far more handsomely, yet the mechanic, whose mistakes can cost many lives, continues to be paid far too little? And, he wanted to know, what agencies will do the "educating"?

Are replacers to succeed repairmen? asked one veteran.

Elmer A. Adams, the Studebaker-Willys dealer at DeWitt, Ark., said:

"We find that a very small percentage of men doing mechanic work are mechanics. I will be very much in favor of a state law requiring mechanics to be licensed.

"We spend hours each day straightening out jobs that 'shade-tree' mechanics mess up. I think unskilled mechanics affect dealers in many ways. They hold prices down so low we cannot pay skilled mechanics a decent salary. They don't have the equipment to do the job or the knowhow. Their overhead is far less than dealers'.

"When dealers sell new cars and the customer takes it to some 'shade tree' for repairs, in most cases the job isn't done properly. The customer then is dissatisfied with the product you sell him, not stopping to think that the job he didn't get may be the cause of his troubles.

"If we had all licensed mechanics, we would have a higher standard of work, could pay our help more, give the car owners better jobs on their repair work and, most of all, have safer cars to drive.

"I am sure there are many trades that require licensed labor: plumbers, electricians, barbers, druggists. Most people will say we need licensed druggists as the health of

the public is involved. I say the lives of the entire nation are involved and are dependent on the kind of repair work that is done on automobiles."

Management has to work over hours at his dealership, said this dealer, whose customer labor charge in a mechanic-scarcity area is \$2.50.

C. O. Baugher, Chrysler-Plymouth dealer, said the scarcity was doubly critical at Waynesboro, Va. He has been attempting to train men but has been able to get only young men "and then the military gets them."

He reported:

"We are faced with a critical shortage of skilled men. The industries in this area offer so much more than we can offer that our position to compete on the labor market is nil.

"We are paying our men a top wage in relation to what we are charging for our labor rate, which is \$3.50 hourly. In addition to top wages we are extending certain other benefits, which seems to be one way we can compete with the big industries which offer so many fringe benefits.

"I think this must be confined not alone to such things as accident or hospitalization insurance but to broader things—possibly profit-sharing, definitely defined bonus plans, credit unions, etc.

"One of the most successful businessmen I know, who has practically no labor turnover, has his employees set up on a plan by which in time they will own his

business, along with him, and then he will revert from owner to owner-employee, as will every person in the business.

"One of the things that has hurt us locally is that after World War II we did not raise our labor rate to the customer. At this time cost of living and wages continued to go up, and in order for our employees to meet the higher costs of living we had to continue to up the wages. Then we got into a situation where the profit spread was dwindling, and the answer to this was to raise labor rates to the public.

#### **Lateness Brings Resistance**

"However, in being too late in doing this, there has been a lot of resistance, and we have been able to increase this only on a gradual basis, which is not in keeping with the amount of increase in price in other consumer goods and cost of living, or with the increase in wages. And since wages and cost of living continue to increase, it is possible we will never catch up, unless a leveling-off period is reached and we do not stop increasing shop rates until we reach an equitable level.

"Another factor facing us today is the difficulty in convincing young men that there is a good future in the automobile service field. The initial application, the actual working with the hands and getting dirty doing it, do not hold enough glamor and appeal for today's younger generation.

"Of course, the automobiles themselves present a problem in that they are becoming so complicated that a mechanic must have more and more knowledge to be able to do a good job on them, and this requires more training and application, to which some of the older boys are not quite adapted. They simply get tired of trying to learn new things and ways, and just give up and go run a machine some place where a lot of knowledge is not required and where their wages are perhaps better

From Kentucky: "Our town is beset with these 'factory-trained' experts who are, in my unbiased opinion, simply replacement artists."

\* \* \*

From Texas: "We are sending men to training centers and when they get to know something, the big shops get them."



than ever before in their lives.

"It is highly conceivable that in the foreseeable future a topflight mechanic will have to be a college graduate with a degree in engineering."

The expert mechanic is a "collector's item" in Owensboro, Ky., according to Tom Sweat of Sweat Bros. Garage.

"Having been in the business for 30 years, we have seen many of them come and go," he commented. "Our town is beset with these 'factory-trained' experts who are, in my unbiased opinion, simply replacement artists."

"In the old days we had to repair the car. Seems to me the trend now among these young mechanics—and the new-car dealers as well—is simply to put on new parts. If they work, fine; if not, leave them and put on some more."

"But I want to assure you that in our small shop (three men) we still repair. But mechanics as we qualify them are nearly extinct, so we have found a very fine young man of 21 who wants to make this his life's work—poor sucker—and we are training him our way."

Pelham (Ga.) Motor & Tractor Co. (Ford) reported:

"We have tried training, but about the time they learn right from left they are looking for more money than they can make. We can't pay supposedly productive men more than they can earn for us and stay out of the red. We hire them as they come along. They start in the morning and we never see one out of four again."

Nolen Freney, Studebaker dealer, cited the critical scarcity at Philadelphia, Miss., and added:

"We are just sitting and watching just to see what is going to happen next. We have one good mechanic and one helper, and I am working in the shop whenever needed. I do most of the new-car servicing; in this way we are doing fairly good."

H. M. Mitchell, Dodge-Plymouth



More trade schools are needed, even though too often the graduates soon begin clamoring for pay which only long-time mechanics should receive, some dealers and garagemen reported. Here's a class who graduated in North Carolina recently. "It's a wonderful thing for the wholesaler," said S. B. Norton, partner and manager of Norton-Russ Automotive Co., Burlington, of the Hydra-Matic school sponsored by his company, together with the Auto Mechanics Institute of Hot Springs, Ark. Pictured are (l. to r.): Front row, Grady Brummitt, Bruce Laprade, James McGhee, V. L. Hensley, Jack Bradley, Harvey Clapp and D. H. Rice; second row, Avery Williams, Auman Alvis, Wilbur Hall, Walter Jackson, Thomas Kirkpatrick, E. L. Hughes and Willard Hinshaw; back row, John Kamuk, instructor, Ray Thompson, Bob Richards, Vernon Lemons, Roby Richardson, William St. John, Eddie Lashley, U. A. Paschal, Jr., and S. B. Norton, Norton-Russ Automotive.

dealer, said he did not plan to raise his customer labor charge of \$3.50 at LaPlata, Md., this year "if it can be helped." He said further:

"I have always believed that mechanics were born and not made. You can take almost any man and make a specialist out of him on one or two subjects. However, the time of the 'old-time' mechanic is in the past. The man who would fix the baby carriage, the steam engine or the kitchen clock is gone."

"The younger men do not want to be bothered with things that are hard to do or look complicated. Most of them do not like grease and dirt, so we feel that they are getting away from the service work."

Commented Louis Hackel, Chrysler-Dodge-Plymouth dealer of Marlin, Texas:

"Some of the best mechanics we have are men we hired who had

some ability, were hard workers and wanted to learn and did learn working with us."

Alfred Rahe of Rahe Motors, Fredericksburg, Texas, spoke up for the experience of a number of firms:

"We are sending men to training centers and when they get to know something, the big shops get them!"

A Maryland Chevrolet dealer found "no success in on-the-job training or trade school participation." His labor rate (equal to the highest reported) was \$4.50.

A Chevrolet-Oldsmobile dealer in a small Virginia town said:

"We have hired several young men whom we hope to train as mechanics. We are also working with the local high school in an effort to interest boys in such employment. We have lent them charts, tools and equipment."

Roland Hughes, the Lincoln-Mercury dealer at Jonesboro who is well known not only in Arkansas but in many other areas, said he had been attempting to train men "with very little success." He added:

"I believe we need more facilities in the South for training mechanics. The factories are doing a fine job in training, but it does not cover enough ground at the present. The earnings of mechanics

(Continued on page 78)

From Arkansas: "We find that a very small percentage of men doing mechanic work are mechanics. I will be very much in favor of a state law requiring mechanics to be licensed."

"I think unskilled mechanics affect dealers in many ways. They hold down prices so low we cannot pay skilled mechanics a decent salary."



Lee Tuttle poses with some of his larger English-bred parakeets which sell for from \$50 to \$250 each.

## From Beef to "Budgie"

**L.** D. "LEE" Tuttle, widely known manufacturers' agent and manufacturer who makes his home in Dallas, Texas, is now nationally-recognized as a breeder of fancy birds of the house-pet category.

In a few short years he has gained this national recognition, starting from scratch in both birds and knowledge, and he is a familiar figure at the big bird shows, as testified to by an imposing collection of trophies.

Considered strictly on the basis of avoidupois, it is something of a come-down for Tuttle from breeding and raising beef cattle at a thousand or more pounds per head, to breeding and raising birds, one of which might barely make an impression on a set of postal scales.

The Tuttle's occupy a long and roomy ranch-type house in Dallas, on a street named Crestline. Consequently, what some people might call a big bird house in the rear of that home is known as "Tuttle Crestline Aviary."

**By Baron Creager**  
Southwestern Editor

The aviary is as big as a small house. Entrance is through the largest room, about 20 by 20, lined on parts of three walls with waist-high, locked cages containing rare parrots, cockatoos and macaws.

Most of the aviary, however, is devoted to parakeets, of which there are about 1,200, ranging in age from little uglies, naked and just born, to mature breeders. All those able to fly are segregated by groups in pens according to age,

breed—and price. Some of Tuttle's parakeets market for from \$50 to \$250 each.

Although an expert assistant devotes full time to the business, Tuttle finds it fascinating to roam through the aviary. He knows all the talking birds of character and name, makes conversation with them, nets others for personal examination and checks the brooding cages.

One of the parrots has been in show business in Hollywood and is so temperamental that if Tuttle feeds one or two other birds first, this parrot becomes so emotionally upset that he regurgitates.

Another parrot, "Jo-Jo," will cry on command in amazing authentic imitation of a small infant. But not on command of Tuttle, or any other man. Only Mrs. Tuttle can induce "Jo-Jo" to go into his crying act.

How and why did Lee Tuttle get into the bird business? Did he devote a lot of study before launching himself in (Cont'd on page 86)

Tuttle stands beside some of his show trophies. To his left are two white Lead Beater cockatoos from the Samoan Islands, the pair valued at \$1,000. He's a well-known Texas manufacturer.





Prospects watch as an engine is cutting a new ring job. General Sales Manager Kile Miser, left, believes that by showing used-car prospects how the shop reconditions a job, then they are easier sold one of the units out on the lot.

## Moving the Used Ones Profitably

By C. Thomas

**T**rumble Motors (Dodge-Plymouth), El Paso, Texas, is currently moving 85% of its trade-ins at a profit at retail level.

Their used cars are considered a necessity to having a well-rounded operation, not a necessary evil, and the success of this phase of the operation begins at the beginning.

"It's decided when we make the initial appraisal," said Harold Trumble, president, "whether we'll wholesale that particular unit, or whether we'll accept it for retailing and put it through our reconditioning routine."

According to Jack C. White, general manager, 98% of the public buy used cars with their eyes, which is another way of saying the vast majority of people are governed by their emotions.

"This does not mean that a prospect will select a car that has struck his fancy, if, when he hears the engine, it sounds like a new



Car radios are removed, checked and replaced in first-class condition. This is figured in the average \$15 labor charge which a year and a half study showed resulted on each reconditioned unit. Management picks the better ones for redoing and shoves others into wholesale channels.

version of 'Shake, Rattle and Roll,' " he said.

It should be obvious that trade-ins accepted at appraisal for reconditioning are in over-all sound condition. This has nothing to do with the age of the car, unless it's an outright antique. There's a market for the older models, providing they are, or can be, put in salable condition with a reasonable amount of expense. It stands to reason it wouldn't be feasible to put, say, \$200 in a car to retail for \$595.

"But we can safely absorb the cost to clean it up, and put it in salable condition, if there's no major expense involved," Kile Miser, general sales manager, explained.

Trade-ins to be reconditioned follow an established routine. First, they receive a dynamometer test. During this procedure the job ticket is written. Say that it is determined at this time a new set of inserts is needed.

"When the mechanic in our reconditioning shop gets that job unbuttoned," Miser went on, "he may discover it needs new valves and rings to put it in condition so we can back it up with our first-choice used-car warranty. The mechanic then will consult his shop foreman. If this is a borderline car as far as its lot-value is concerned, the shop foreman will have to clear with me or Mr. White."

If it's decided this major work would put the price beyond its retail value, it's buttoned back up and wholesaled.

Over a year and a half, figures show that the average cost of reconditioning a used unit is \$45. As far as any one individual trade-in is concerned, this \$45 means very little. It may cost \$100 to recondition one unit and only \$15 to redo another.

Regardless of the trade-in's condition, it's going to have a \$15 labor charge booked against it, for



Having been sand blasted by dust storms, many trade-ins can use a paint job at Trumble's.

every trade-in to be retailed is going to get that much spent on it.

As it has already been mentioned, 98% of the people buy with their eyes, and in appraising a used car, the majority of prospects look for unsightliness. To combat this, seats are removed and the floor washed down. A repaint job may be in order.

The engine is steam cleaned and

then it is painted. Thus, when the hood is lifted there is no dust mixed with grease to chill the prospect. If new floor mats are needed, they are replaced. Following this, the car is washed. Chrome and glass are polished. Then the interior is sanitized, removing all odors which have accumulated and killing any vermin that might exist.

Records show that the labor in-

volved costs the firm right at \$15. This is all the work many trade-ins actually need. Materials, then, average \$30 per unit.

With a little trick bookkeeping it could be shown that this work costs absolutely nothing. For this cost could be charged against advertising.

Not only are used-car prospects urged to visit the used-car reconditioning shop, but new-car buyers are urged to take the escorted tour. What they see, they repeat, and this advertising is priceless.

"In selling used cars," Miser concluded, "the dealer must have something to talk about other than model and the story about the two old maids who finally traded this one in.

"Used-car prospects are 'sharp'. There are no more dumb ones. When they buy a used car, they are buying, or so they hope, transportation, not a vehicle to keep pouring money into. Our reconditioning shop gives our salesmen a concrete selling pitch."

Before a reconditioned car is placed on the retail lot, it has been tested thoroughly on the dynamometer, and then road-tested by either White or Miser.

"We know exactly what we are offering for sale, and just what we have to back up with our used-car guarantee," said White. "We operate on a 30-day turnover. Our merchandise must be right to move out 85% of it at retail level—and at a substantial net profit."

"I warn you that anything you might say will be remembered by my wife for years to come."



SOUTHERN AUTOMOTIVE JOURNAL





Marketing conditions must be altered, says the co-owner of this dealership who explains how overhead was chopped to help to some extent.

# Deplorable Situation Faces Us Dealers

By MARIE G. DUNTON

Co-Owner, Martin Motor Sales (Studebaker)  
Bethesda, Md.

**T**HERE are many problems facing the automobile dealer today that defy easy and immediate solution.

A deplorable situation has developed in the automobile business. Public confidence in the automobile dealer has been destroyed through bait advertising of large trade-in allowances, price-cutting, discounts, easy credit.

Bad advertising by panicky dealers has given the public the impression that profits in the automobile business are unlimited, that the public has only to shop around for the best bargain to be had—that no matter what a dealer sells a car for, his profit will still be fabulous.

Flamboyant advertising has destroyed the thinking ability of the public. OPA published profit on a car over invoice price. There is no secret about the profits in the automobile business. No dealer could possibly undersell his invoice

price and still stay in business.

I do not know how a dealer confronts a customer who has come to collect on the car that his advertisement describes as a practical giveaway. I do not know how he crawls out from under, because we in the business know he cannot sell a car for the price he is advertising it. I do not know how he squares with the customer.

But I do know that the automobile business has to return to ethical and honest practices. Public confidence has to be restored. Only scrupulous dealings will get the dealer a fair return on his dollar, to which he is entitled. It is time for all of us to teach again the art of creative selling which we abandoned in the postwar years. We have to recognize and be guided by a set of moral values. Only then will competition be healthy and sound.

To meet an increasingly trying situation, we at Martin Motor

Sales have cut overhead about as far as we can go. I have added to my clerical duties, tag and title, factory claims on warranty labor, all of the bookkeeping and switch-board operation, replacing our bookkeeper and saving \$350 a month. I had always put several hours a day into our business; added duties have lengthened the number of hours I now stay with our operation.

Mr. Dunton has replaced his service manager and sales manager, cutting down expense by \$800 a month. He is now spending 12 hours a day in the salesroom and shop appraising trade-ins, selling, going over customer cars for needed services, supervising the shop, checking repair orders and seeing that work gets out when promised. In a small suburban dealership such as ours, a personal relationship between dealer and clientele has always been maintained. Our customers appreciate the assurance that Mr. Dunton himself is always on hand to take care of them and their cars.

We dropped one of our three porters, cutting payroll further by \$275 a month. Our remaining two porters divide the janitorial duties between them.

We reduced the size of new- and used-car inventory by 50%. We also gave up a used-car lot, saving approximately \$700 a month on rent, heat, light, advertising, insurance and related expense.

Newspaper and direct-mail advertising was cut back by about 35%. One of our trucks was sold and not replaced.

Upon initiating our retrenchment program, we talked to our employees about the need for economy. They had prior to this proved themselves responsible and careful in handling supplies, tools, utilities, etc. They became even more watchful and brought about a 20% savings in our light bill by cutting off lights not in use.

These reductions in overhead were necessary and helpful, but they by no means approach a solution to the difficulties an automobile dealership faces today.

As responsible dealers of our community for over 25 years, we feel we have an obligation to continue on the high level of ethical and honest dealings that we have become known for, no matter what the vagaries of the automobile business. The sound standards on which our business was built are the only ones it can thrive on.



# Body Shop Promotion

**A simple, three - phase program keeps the men busy week after week.**

**C**HARLEY and Lester Scott have three major means of keeping Scott's Body and Paint Shop operating at full capacity at Las Cruces, N. M.

First, they are consistent advertisers.

"We know before the first of the year," said Lester Scott, "how much money we are going to spend for advertising during the year. And we contract for time and space in January for the year."

On many occasions Scott's is scheduling work two and three weeks ahead, but the advertising continues.

From experience the brothers know that it's no time to start thinking about advertising when business grows slack. For advertising has a cumulative effect. That is, say, a shop needs to pick up some extra volume—right now. So they insert a "hot" advertisement in the newspaper, or they burst out via radio, and expect immediate results. Their expectations may not materialize. Consequently, they condemn advertising as a volume-getter.

"What happens is that the regular and consistent advertisers have already made their name and services familiar to the public. And because they are known, via advertising, the average motorist seeks out the known—not the unknowns who are feebly trying to become known."

Because they are in a position to do so, the Scotts book the majority of their work in advance. This prevents the shop from getting crowded with one type of work while the other departments lie idle.

"Customers seldom hesitate be-



**Top: Lester Scott (extreme left) stands by while a customer watches a painter mix a special color for his car. Above: Charley Scott estimates charge on this wreck towed to his garage by the firm's wrecker.**

ing booked ahead. That is, when a major job is to be done. Knowing in advance, they can schedule their own routine so they can do without a car for a day, or make advance arrangements to borrow or rent a car," Lester explained.

Second means of building and holding volume is their jumbo-size wrecker.

Scott's shop is located off on a side street. So a wrecker parked alongside would have no advertising value. Too, Scott's does no mechanical work.

"Still," said Charley Scott, "a wrecker is a necessity in our type of operation."

Scott's has a working agreement with a garage operator who has his own small mechanical type shop on the main highway to operate the wrecker, on a percentage basis, for them. So when the wrecker is not in use it serves as a highway billboard.

T. D. Morrison, who operates the wrecker, gets 50% of the wrecker charges. And he is subject to call

day or night under the agreement.

"The wrecker," said Morrison, "has brought in as much as \$375.00 a week."

Besides getting one-half the wrecker's charges, Morrison has the use of the wrecker to tow jobs to his own shop, inasmuch as Scott's does no mechanical work. So this is satisfactory for all.

Of course, all wrecks are towed to Scott's. And they are parked on their back lot.

"This," said Lester, "gives us the opportunity to get the first bid in with the insurance adjusters. And this clinches the job, usually, when only one bid is asked."

However, there have been times when the car owner insisted that another shop do the work, even when Scott's was the low bidder. But an equal number have insisted Scott's rebuild their wrecks when Scott's was the highest bidder, paying the difference out of their own pockets.

"Unless it is perfectly agreeable  
(Continued on page 76)



## Paving the Road for Old Age

**H**ow well has the 13-year-old employee profit-sharing pension fund been working out at a well-known company serving the Carolinas?

For the employees with a long-time view and for top-level management, the program at Automotive Electric Associates, Inc., Charlotte, N. C., and its affiliates has already begun serving the long-term expectations. Nearly \$300,000 has accumulated in the fund under the joint watchful eyes of the management and the internal revenue representatives who had to approve the setup.

Sixty-eight of the 120 employees have qualified for participation. Each year 10% of the net profit or 15% of the eligible employee's pay, whichever is smaller, is set aside for paying out in the event of death, total disability or at retirement at 65 years of age.

"I believe we are the only automotive wholesaler with an employee pension plan in the Carolinas," commented Edward MacClements, president of the company.

"We cannot say that the program will always tie an employee to you, but it certainly is designed to encourage our people to look down the road to the day when this money will supplement their social security by giving them 10% of their accumulation each year for ten years."

There's a distant advantage for management as well as other employees, he pointed out.

"Income taxes are so high today that a man in much of an income bracket gets clipped sharply be-

fore he has much take-home pay from which he might be able to save out some for his retirement," said the veteran wholesaler. "Under our plan the employee can retire at 65 and he receives the money in annual installments for ten years. He pays taxes — if any — on this income at a time when his income tax bracket is no longer high, which means that he'll get to keep more of this money than he would have been allowed to keep if this same money had been paid him earlier in his life."

The money accumulates interest at 2½%, as most of it is invested in U. S. government bonds. This is distributed among the participants in the same manner as the annual sum — according to how each eligible employee's pay relates percentage-wise to the total payroll. A Charlotte bank is the trustee, while a company advisory committee is composed of MacClements, Raymond Glaser (a founder of the company) and James P. Furpless of Raleigh.

An employee must be with the firm for three years before beginning to participate. Beginning with his sixth year of participation he can get a portion of his accumulation should he resign. The percentage is fixed by a numerator consisting of his number of years of participation with a denominator determined by subtracting from 65 his age at time he began participating.

A worker who had been employed for ten years, for example, would have a numerator of seven (ten minus three years required to

become eligible to participate). If the employee were 25 at the time of employment, 28 would be subtracted from 65, or 37. He would, then, receive 7/37th of his accumulation, and the remainder would be added to the accumulations of the remaining participants in the program.

After being employed 25 years, a participant would receive the full amount, if he decided to sever his employment, regardless of his age.

"We cannot say that every employee is impressed by a program of this nature — at least not to the extent we had hoped," said President MacClements, "because we have had people to leave us and give up several thousand dollars in the fund. It seems that a lot of employees want to have all their money right now, rather than gradually build up to a sizeable estate."

"On the other hand, for a wholesaler wanting to reward his long-time valuable employees, this system can be very valuable. Since it's tied to net profits, it is not an item of fixed overhead, so that should there ever be no profit, the only addition to the fund in such a year would be the interest accumulation."

"This is far better than any plan worked out with an insurance company, because then you might be obligated to set aside a specific amount annually, regardless of how your business fared any one year."

Carolina Rim and Wheel Co. was formed in 1926 and has since  
(Continued on page 64)



## SOUTHERN JOBBERS and FACTORY MEN

# Shall You Specialize or Not?

**J**OBBERs sometimes admit it's a debatable question whether it is of greater advantage to specialize or carry broad lines.

The specialist argues that we are living in an age of specialization, that the increasing complexity of the motor vehicle dictates specialization. He believes, and understandably so, that the house that specializes has more complete, more accurate knowledge of a product, more information on the new features, than the house carrying widely diversified lines. The fewer the lines the more concentrated study can be given to each.

The broad-line jobber, on the other hand, points out that he can give his customers a one-stop service. Regardless of the variety of a customer's needs, the broad-line jobber can furnish him carburetor, electric, magneto systems, hard parts, all types of equipment, machine shop service and supplies of all kinds. Perhaps the specialist does know "a lot about a little" while the broad-line jobber knows "a little about a lot," argues the broad-line jobber, but "we have our specialists too in every department keeping up with the latest developments" to whom all technical questions are referred that salesmen cannot answer.

There is no lack of product knowledge at our companies, they insist.

The house that specializes carries broader inventories, according to the specialist, and is able to give better service in its field. Better service results from more complete knowledge because more time can be spent analyzing and working with fewer products. The broad-line jobber counters that a perpetual inventory system keeps him in 30-, 60- and 90-day inventories in the items that demand necessities.

And so the debate continues inexhaustibly without conclusion as to who is at a greater advantage.

But in Washington, D. C., is a specialist in refinishing supplies, operational materials and equipment who believes that the specialist becomes expert, and is able to pinpoint trouble within his field with speed and precision.

President George Walker of Interstate Auto Supply, Inc., recalls an instance of only a few days ago that was handled easily because of

the close study of exhaust systems.

A customer called in complaining that his exhaust system was not working properly, and the suggestion was made by Interstate that he probe his pipes.

Sure enough, the customer called back shortly to say that a rag had been pulled into the exhaust system.

Five years of specialization has taught Interstate Auto Supply what to look for, how to approach trouble, how to analyze difficulties

Interstate put on this demonstration of a jack for this Hyattsville, Md., body shop, with its own vice-president and sales manager, Bill Ward, pointing out features and how the jack can aid in straightening a door panel. This specialist house has been expanding its sales fast recently.





in exhaust systems. The same problems have a tendency to repeat, Walker said.

Not so long ago one of the body shops that Interstate Auto Supply services called in to report there was something wrong with the paint he had been sold. Silver flecks appeared in his paint job. A few questions and it was deduced that these were aluminum flecks left in the spray gun from a prior job—a simple problem that any paint jobber might have solved.

However, the close study of paint problems a specialist can give helped dispose of this one with accuracy, without loss of time. As in mechanical problems, the same difficulties come up again and again; solutions are not lost in the great diversity of questions more likely to come into a broad-line jobber's company.

When the present owners, George Walker and William A. Ward, took over Interstate Auto Finishes, Inc., in Jan. '51, the predecessor company did an annual volume of about \$50,000. It was a small business about to close up with a few fine lines and certain others which did not meet the high standards of national reputation.

Quality lines with top trademarks, fair prices and service became the keystone of the business. It became necessary to associate the new venture in the minds of the trade with servicing what it sold. With slow and careful start, absolute maintenance of proper price levels backed up by good service, progress was made. Today, after five years of strict adherence



The Pullman Vacuum Cleaner Corp., Boston, Mass., has appointed Jack Irvin of Atlanta, Ga., divisional sales manager. President Robert Burns announced. Before joining Pullman, Irvin covered the Southeast as a manufacturer's representative.

to this policy, Interstate Auto Supply has set itself a goal of \$500,000 for '56.

What made the difference?

Recognition by its customers and appreciation of the policy it had adopted, and the service it was able to give because it was a specialist. The partners impressed on their customers that they could meet their needs in the fields they covered.

Last week, for example, they installed lubrication equipment in a service station. Because their customer did not want to lose any revenue, they worked right through the night and completed the job by 4 a.m. At opening time the equipment was ready for operation.

When a distributor specializes, his aggregate of purchases per supplier becomes more important to the manufacturer, many specialists feel. The manufacturer feels obligated to provide fuller protection to the purchaser. The automobile business is no different from any other business. The manufacturers favor larger accounts when it comes to service, and their customers in turn experience the benefit of this protection.

Recently one of the shops called in to Interstate Auto Supply that there was an unusual noise coming from the jack it had been sold. The men were uneasy working with the jack. Without delay a new jack was sent out, the men set at ease, with no interruption in their work. The manufacturer replaced the jack to Interstate.

"We do not hesitate to pioneer. We look into every new product that comes out in our field. We do not wait," said Walker. "Samples are brought in and tested under shop conditions. If the new item proves to have value to the trade as a profit maker or time saver, we present it to our customers. We see every salesman who comes in because we never know who is going to have something in his line that is new or different."

The customers of Interstate Auto Supply are aware of this. They look to their distributor to keep them up-to-date. Their confidence in Interstate, and the confidence of Interstate in the growing future of the automobile business, led the company to treble floor space last year when it moved into the present quarters. The adjacent building has since been added.

"We shall continue to give studied attention to products within our field and give our customers the service that may be expected of more complete, more accurate knowledge when a distributor specializes," asserted Walker.

## "Mike" Everett Dies In Dallas, Texas

LUTHER McKinley "Mike" Everett, 62, chairman of the board of Better Monkey Grip Co., Dallas, Texas, died last month following an illness of several years.

Everett, who was formerly in charge of the Dallas district sales operations for the Associated Tire Lines Division of The B. F. Goodrich Co., left Goodrich in 1938 and bought Better Monkey Grip Co. At that time only cold patch inner tube repair kits were manufactured.

Everett developed the idea of "blunt diamond" tube patches that did the work in two sizes of the customary four sizes required for most commercial shops. He also engineered and directed the installation of the complete tire retreading materials plant now being operated by the company.

## Bishman Appoints "Jim" Jones

Appointment of James H. "Jim" Jones to represent Bishman Mfg. Co., Osseo, Minn., in the Southeast has been announced by Sales Manager D. T. Lyons. Jones, who will headquarter at 326 Holly Ave., Jacksonville 11, Fla., will travel Georgia, Florida and South Carolina.

Election of Thomas J. Riggs, Jr., as executive vice-president and general manager of The Gabriel Co., Cleveland, O., has been announced by President John H. Briggs. Riggs was formerly president of the F. L. Jacobs Co. in Detroit.

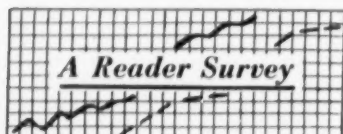


## Hard Work Offsets Price Cutting As 80% Report Higher 1956 Sales

**"H**ARD work" in the face of price cutting helped bring on increases in sales volume for many jobbers over the South and Southwest the first six months of this year as compared with the same period of 1955, they reported last month.

Eighty per cent said their sales were up, with a heavy scattering listing figures 20% or more above the same six months of last year. Sixteen per cent listed downturns of a few percentage points and 4% said their volume was about the same.

Dry weather—as in some areas of Texas where rainfall was off 50% from the usual amount—was



a depressing factor in the Southwest, while rainfall blessed wide farming areas in the Southeast.

Among comments were these from executives reporting receipts on the "up" side of the ledger:

Small Florida town—"Volume up \$20,359.86. Do not see how it is possible for us to have that much gain."

A South Florida executive, whose sales were up 17.2%—"Higher prices plus less net profit equal more capital needed or less inventory carried or longer credit terms from manufacturers. United Motors Service has just put 85-day maximum credit on one monthly order into effect. Unless something is done, material is not going to be available—if we pay our bills!"

West Texas city—"Ahead 17% due to additional accounts and hard work."

New Mexico town—"Up 20% due to greater oil and gas drilling activity in this area."

Virginia town—"Ahead 65.7%. The above figure is correct even though you may be inclined to think it a mistake in figuring. This figure is subject to revision downward as some of our best sales months of 1955 came later in the year."

Texas town—"Gain of 4½% first six months. Our biggest prob-

lem seems to be obsolescence control. The past ten years this country has hard-surfaced all roads, which has more or less killed off the need for replacing springs, front-end parts, cross members, burst tires, piston rings and bearings.

"We note that head and pan set sales are up about 50% over 1948, but piston ring and bearing sales are down about 50% from the same year. Chassis parts sales are probably down as much as 80% below 1948. We believe this change was brought about by road improvement.

"Exhaust part sales are probably 100% above 1948. The rebuilt line is probably growing fastest of all."

Kansas town—"Up 9.7%. Our biggest problem is the increase in cut-rate wagon peddlers who obtain their brand-name merchandise from the old-line big jobbers who are attempting to hold their volume at any cost or method. They have taken the filter and plug business in our section by price cutting.

"The factories say they can't stop it because they don't sell them direct. We have mailed in invoices to prove our point and the factories don't even reply."

Texas town—"Sales up 15% despite bad credit and no rain."

Mississippi delta town—"10% increase over last year. Competition is tougher. Manufacturers are selling direct to larger service stations and dealers whose credit is good. We are just having to work a lot harder."

North Carolina sandhills town—"Up 10% in sales. Prospects for last half of '56 are very promising as crops in this area are very good and farm economy affects business very much."

South Alabama town—"Sales up 19%. Working harder and price increase are the main reason."

Birmingham, Ala.—"Our volume seems to be about the same. We have a local strike condition that is hurting business badly. We feel our volume would have shown a good increase if it were not for the steel strike. The biggest problem we have these days is the delivery problem and price cutting. Profits seem to be shrinking."

South Mississippi—"Decrease of

5.1% in sales. Personnel is our biggest problem. We don't seem to be able to keep a full crew of 'hard-hitting' salesmen in the field. We have to give them very substantial drawing accounts to get the men, then they don't work for a bonus above drawing account. If you have the answer, call me collect!"

A Topeka, Kan., firm experienced a drop of 3½% due to loss in sales of anti-freeze and tire chains in January and February. Volume in other lines was 10% ahead.

An Oklahoma house had a decline of 12% in dollar volume and 16% in unit sales.

Price cutting was a big factor blamed for the decrease of 2½% at one Richmond, Va., firm.

### Shankle Names Morris Manager

E. F. "Shorty" Morris has been named manager of the automotive department of the Perry Shankle Co., San Antonio, Texas, succeeding N. W. "Bill" Eveleth, who resigned to accept an overseas position.

"We have recently added Whitaker wire and cables to our lines," reported George P. Rogers, vice-president of Walter S. White Auto Parts, Inc., Birmingham, Ala.

Nathan M. "Nate" Roberts, who led the Automotive Wholesalers Association of Alabama into a position of high national importance, resigned last month as executive secretary. Roberts, who would have marked his 8th anniversary this month, is now associate manager of The Alabama Council of Retail Merchants. His headquarters will continue to be Montgomery. AWAA officers and Roberts expressed sharp regret at his departure, but he explained that he felt his new work offered an even greater field for his views on promoting the American free incentive system.



## To Get Extra Volume, This Georgian Didn't Turn to Tackle and to Boats

"**W**HERE to turn for some extra volume to pull you over the hill deep into the net-profit pasture?"

That question ever pop up into your thoughts when you're looking over your monthly statement of operations?

Benning Auto Parts, Inc., Columbus, Ga., didn't turn to lawn mowers, fishing supplies or motor boats. Instead it added a piece of equipment to its shop and now the result has been a rise in over-all shop volume. Listen to President J. Paul Adams:

"Three years ago in April we bought and put into service a large diesel crankshaft grinder and it is now going over big.

"We first had to develop a way to repair burned-out journals, as we found after getting into this type of business that more than half of the crankshafts that came out of a railroad engine were too far gone for regrounding.

"We have developed a way to repair these shafts, even to rebuilding them back to standard size although they were already to the low limits or ground to the last under size.

"We have so far in 1956 repaired

and reground 16 crankshafts for the railroads.

"Our method of repairing burned-out journals has proved beyond any doubts to be the one enabling us to get this work.

"Something else has happened in our business. Shop work other than railroad shaft grinding has picked up continuously. Since we have completed all our experiments on repairing of crankshafts, the prestige of grinding large shafts has certainly given us an answer to lots of the trouble in shaft work that has since been corrected.

"I felt that parts jobbers would sooner or later have to subsidize their business one way or another. Some have gone into boats and motors, others fishing supplies, lawn mowers, etc."

### Hubert Braden Hospitalized After Heart Attack

**H**UBERT Braden, president of the Southwest Show, was hospitalized recently in Baylor, Texas, following a heart attack characterized as "light" or "mild." He will not be permitted to return to work for several weeks.

Braden, who is owner and operator of the American Gear and Parts Co. of Dallas, went to the hospital almost immediately upon returning from a vacation trip with his family in Colorado.

Because of the vacation schedule of employees in his store, Braden had put in long hours at the counter filling in for absentees just before making the Colorado trip.

### Nine Southern Firms Join NSPA Roster

**N**INE southern firms were among the 29 recently added to the membership roster of National Standard Parts Association.

Included were: The Armstrong Co., Knoxville, Tenn.; Ellis Parts Co., San Angelo, Texas; B. H. Heinen Auto Supply, Fredericksburg, Texas; Kentucky Automotive Supply Co., Frankfort, Ky.; Levelland Auto Supply, Levelland, Texas; Machotka Auto Supply, Odessa, Texas; The Meggs Co., Dallas, Texas; Texas Auto Parts, Odessa, Texas, and H. R. Thompson Parts & Supply, Pampa, Texas.

### Perfect Circle Appoints Colley and Baker

**J**OHAN E. Colley, long-time regional manager with Perfect Circle Corp., assumed a new position as regional sales consultant with the piston ring firm July 1. Replacing Colley as manager of the region in the southeastern United States is Robert W. Baker, Jr.

As a young man, Colley was reportedly the first automotive sup-



Top: John E. Colley  
Above: Robert W. Baker, Jr.

ply manufacturers' agent in the Southeast when there were 21 jobbers in 11 states. Colley joined Perfect Circle in January, 1923, as a district manager and became a regional manager in 1941.

Baker has been with the company since June, 1949, when he was named a district manager. After time out for service in the Korean War, he returned to PC where he became assistant regional manager under Colley in November, 1953.

Clark Vogt has recently been made city salesman for Eagle Supply Co., San Antonio, Texas, Miller F. Burkhalter, owner, announced. (More Jobber News on page 120)

Charles C. Tapscott, formerly vice-president of McQuay-Norris Mfg. Co., St. Louis, has joined Arthur R. Mogge, Inc., Chicago and St. Louis advertising agency, as an account executive. Tapscott is a past president of the National Standard Parts Association and Automotive Advertisers Council and has appeared before many jobber audiences over the South. He will headquarter in St. Louis, but will work out of both of the company's offices.





## SERVICE and MAINTENANCE

# Fuel Pumps and Hot Weather

**W**E ARE in the middle of the season when "hard-starting-when-hot" complaints are at their peak — and tempers are near the boiling point!

The result being many owners become very unhappy and after about the third or fourth time we attempt to correct their trouble, without success, they begin to doubt our ability as "good" servicemen.

Hard-starting-when-hot complaints have been keeping pace with the trend toward more horsepower, more V-8 engines and, as some of the boys in the shop say, "putting everything under the hood except the kitchen sink" and "they" didn't leave much room for air to get around and cool things off.

So! What happened? They hop in the "ole bus," crank her up,

By **E. M. Lowery**  
Technical Editor

drive it long enough to get things under the hood "good and hot," cut it off, come back a short time later and "she" won't start. Then just before "killing" the battery they call for help.

Finally the serviceman arrives and proceeds to check everything and comes up with "it was flooded" — and it was — but while he was making his checks things cooled off and he got it started. They pay for the service call.

A few days later the same thing happens; that's when tempers begin to show and they start to doubt our ability.

There are several things that cause this trouble and they are all brought about by heat. We know

that under the hood gets very hot and for just a few minutes after "cutting the switch" it gets hotter because the fan is not operating.

This excessive heat does something to the gasoline in the fuel pump, in the carburetor and in the gas line from the fuel pump to the carburetor. It makes it expand, and when it expands it has to go some place, which means that it forces its way into the carburetor float bowl, causing the fuel level to rise above the main discharge nozzle outlet and flow through the carburetor venturi into the intake manifold, causing the flooded condition.

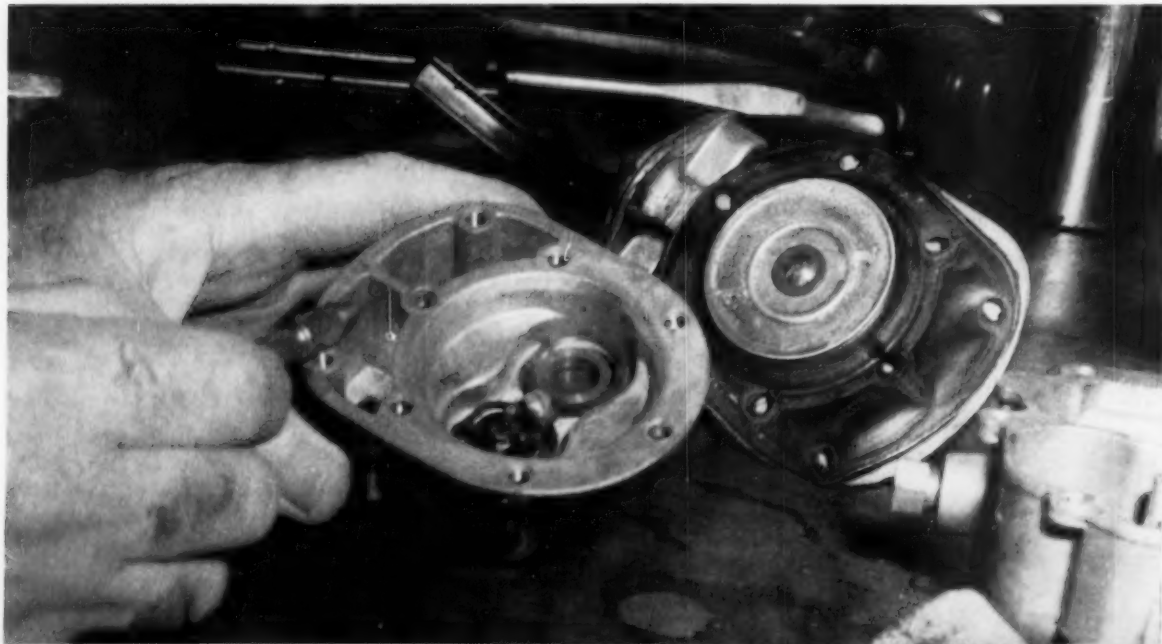
Following are a few corrections for this condition:

**A. Carburetor:**

Float level should be set at the lowest point that will assure an adequate amount of fuel.

Fig. 1—Drill an .018" to .020" hole at point indicated by the drill. This will connect the inlet and outlet passages and will not affect pump's capacity but will

allow the fuel under pressure in the gasoline line to "bleed" back. Hot weather brings us special problems; equally important is keeping the vehicle owner "cool."





## September: Chasing Vibrations

Ever had a wee bit of trouble chasing vibrations? In next month's issue Ed Lowery draws on his long experience in suggesting steps in running down vibrations.

1.—Insulate the carburetor from the engine as much as possible. A thick fiber insulator block usually does the trick.

2.—A metal or asbestos shield placed between the carb and the point of greatest heat is often necessary.

B. Gas lines:

1.—Re-route them away from hot spots as well as possible.

2.—Insulate them with any of the good insulating materials available.

3.—Connect the fuel pump inlet and outlet gas lines with a fitting having only a .018 to .020 size passage. This will allow the gasoline under pressure to be forced back toward the gas tank instead of into the carburetor. These same results may be obtained by modifying some fuel pumps as shown in illustration.

C. Fuel pump:

1.—Excessive fuel pump heat may cause conditions outlined as well as vapor lock. So it is important that the pump be kept as cool as possible. Since the pump cannot be re-located, we must be sure that all shields are in place and the pump to engine gasket is in good condition. And keep the pump clean.

2.—Fuel pump pressure should be kept at the minimum and the pump should be kept in the best of condition.

Following are testing and reconditioning procedures for servicing the average single-action pump.

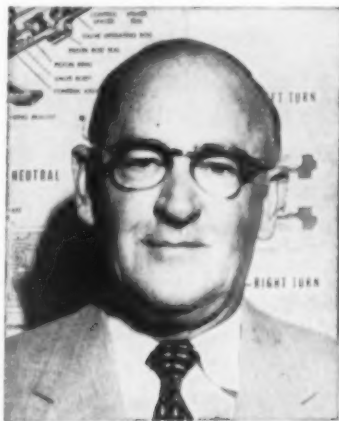
1.—Testing on vehicle:

These tests are performed with the pump mounted on the engine.

a. Pressure test. Disconnect the fuel line at the carburetor. Install a pressure gauge and a "T"-type fitting with a petcock between the gauge and the carburetor fuel inlet fitting.

Vent the system, by opening the petcock momentarily, prior to taking a pressure reading. Take a reading as soon as the pressure has stabilized.

b. Capacity test. Perform this test only when the pressure test is within specifications. Open the petcock and expel the fuel into a suitable container. Operate the en-



Technical Editor Lowery

gine at 500 rpm and observe the time required to expel one pint. It should be 30 seconds or less.

Note: Do not condemn a fuel pump as the result of a poor capacity test until it is certain that the fuel filter is clean and in good condition.

2.—Removal:

Crank the engine to position the cam eccentric on the low side. Disconnect the fuel lines at the fuel pump. Remove the two retaining screws, then remove the pump and gasket.

3.—Disassembly:

Remove the sediment bowl, gasket and filter. Scratch a line on the pulsator chamber and body so that, on assembly, the inlet and outlet openings will be in the correct position. Remove the pulsator chamber and the pulsator diaphragm.

Drive out the rocker arm pin and plugs, using the long drift.

Hold the cover against the pump body; remove the cover retaining screws; then remove the cover.

Turn the diaphragm slightly to unhook the eye in the pull rod from the rocker arm, then remove the diaphragm and spring. Remove the rocker arm and spring. Scrape away the staking marks and remove the pump rod seal. Scrape away the staking marks and flip the valves out with a screwdriver.

4.—Cleaning and inspection:

Clean the bowl, filter, cover and pump body. Blow out all passages. Inspect the body, cover and bowl for cracks or damage. Remove any high spots around the staking marks that may distort the new valves upon installation. Inspect the pump mounting face for distortion. Replace the pump body or lap the mounting face if it is distorted. It is advisable to install the parts included in the repair kit when rebuilding the fuel pump.

5.—Assembly:

Install a new pump rod seal and retainer. Stake the retainer in place. Lubricate the link, rocker arm bushing and rocker arm with engine oil, then position them in the pump body and hold them in place with the tapered drift.

### Taking It Step by Step

Install the rocker arm pin. Coat the plugs with sealer, then install the plugs. Place the diaphragm spring and diaphragm in the body, lubricate the pump rod seal rubbing surface with grease and hook the diaphragm pull rod on the lower link. Install the rocker arm return spring in the rocker arm. Install the valve gaskets, then press the valves in place with proper tool. Stake each valve at four points.

Hold the rocker arm in the up position, and place the cover on the pump body. Be sure the diaphragm extends evenly all around the cover. Use the diaphragm positioning tool. Install the screws and tighten them evenly. Install the pulsator and the pulsator cover. Install sediment bowl gasket, filter and bowl.

6.—Installation:

Coat both sides of a new gasket with sealer. Position the pump, and gasket, on the mounting flange. Hold the pump against the flange to compress the pump spring, then install and alternately tighten the pump mounting bolts to specifications. Connect the fuel inlet and outlet lines.

Service diagnosis — conditions — possible causes:

1.—Fuel pump leaks — fuel.

a. Loose housing screws.

b. Worn, ruptured or torn diaphragm.

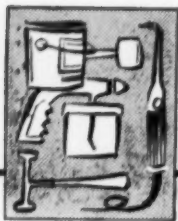
c. Loose diaphragm mounting plates.

d. Loose inlet or outlet line fittings.

2.—Fuel pump leaks — oil. Possible causes:

a. Cracked or deteriorated pull rod oil seal.

(Continued on page 64)



## BODY SHOP OPERATIONS

# '56 Chevy Station Wagon Tail and Lift Gates

By E. M. Lowery  
Technical Editor

ONE can easily understand why the station wagon is becoming more and more popular when, on a hot day, we see one rolling down the highway with the lift and tailgate thrown open. It gives the appearance that its occupants are enjoying a nice cooling breeze usually associated with a speed boat on a large body of water.

However, after long periods of operation, particularly over rough roads, these gates may require some service and adjustments, which are always easier to make when we know the correct procedure.

Tailgate assembly—all styles:

The tailgate is secured to the body by two hinges located at the

lower edge of the tailgate. Support cables with reel assemblies located between the inner and outer quarter panels support the tailgate when it is in the open position.

### Removal:

Either of the following two methods may be used to remove the tailgate from the body:

a. Tailgate and hinges may be removed as an assembly from the body.

b. Tailgate may be removed from the hinge straps.

1.—Lower tailgate and raise lift gate.

2.—Suitably support tailgate in open position to prevent damage to tailgate outer panel.

3.—At each side of tailgate re-

move two screws securing tailgate support retaining plate, then allow the reel to draw cable with support and retaining plate, until retaining plate contacts cable guide on body lock pillar.

4.—In removing tailgate from hinge straps, carefully pry hinge escutcheons from tailgate outer panel. Loosen tailgate weatherstrips at hinge areas sufficiently to remove both hinge cover plates and remove hinge cover plates.

5.—In removing tailgate and hinges, remove both cover plates from body.

6.—Clean off excess sealer from edge of both hinge straps at body or tailgate, then scribe location of hinge straps.

7.—Remove hinge attaching screws and remove tailgate from body.

### Installation:

1.—Apply heavy-bodied sealer to contacting surface of both hinge straps as indicated at "1" in Fig. 1.

2.—With aid of helper lift tailgate into position. Install attaching screws loosely, then align hinge straps within scribe marks and tighten screws. Check tailgate for alignment.

3.—Before hinge cover plates are installed, tailgate hinges must be sealed with medium-bodied sealer or caulking compound as outlined below (Fig 2):

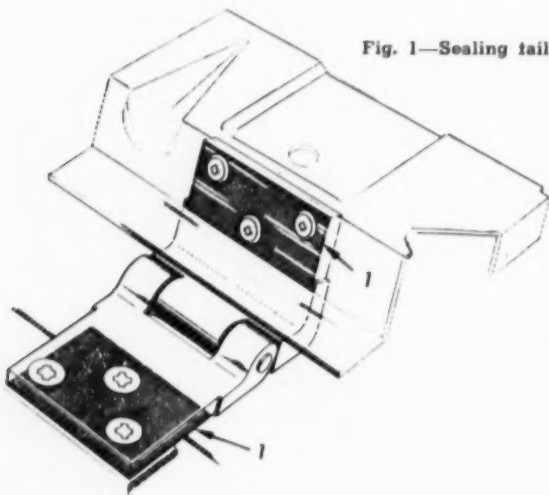


Fig. 1—Sealing tailgate hinge strap.

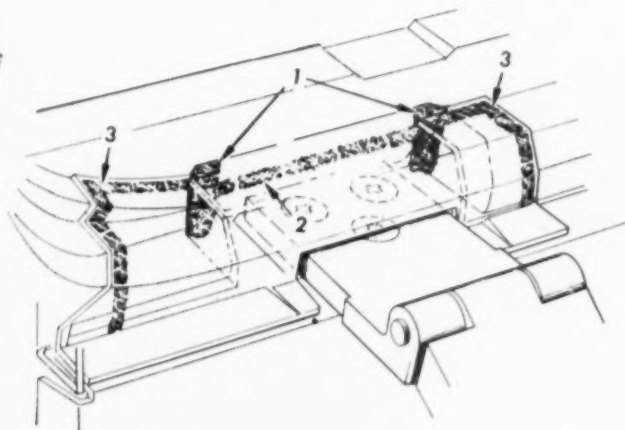
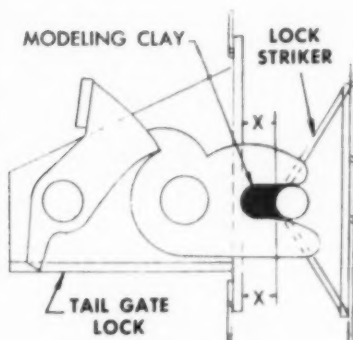


Fig. 2—Sealing tailgate hinge.

## September: Dodge-Plymouth Hardtop Door

Hardtop popularity has been skyrocketing. Next month Technical Editor Lowery takes up servicing the Dodge-Plymouth 4-door hardtop rear door and scissors window.



DISTANCE "X"  $\frac{3}{16}$  TO  $\frac{1}{2}$

Fig. 3—Tailgate lock striker.

a. Apply body caulking compound in corners of hinge depression as indicated at "1".

b. Apply continuous ribbon of medium-bodied sealer along outside surface of cover plate flange as indicated at "2" and along inside surface of cover plate as indicated at "3". Seals should contact with seal applied in corners of hinge depression. Seal cover plates on tailgate side in similar manner.

4.—Install hinge cover plates and support cable retaining plates. Clean off excess sealer.

Adjustments:

1.—Remove both tailgate lock

strikers.

2.—To adjust tailgate sideways in the opening or to adjust bottom of tailgate forward or rearward, remove hinge cover plates and loosen hinge-to-body attaching screws. Adjust tailgate as required, then tighten hinge attaching screws. Reseal and install cover plates.

3.—Reinstall tailgate lock strikers.

4.—To adjust upper portion of tailgate forward or rearward, loosen screws securing both tailgate lock strikers. Adjust strikers as required, then tighten screws. The strikers may also be adjusted up or down. See "tailgate lock striker" for additional adjustments.

5.—The tailgate bumper stop support may be adjusted fore or aft. The bumper should contact rabbet on body lock pillar when tailgate is closed.

Tailgate lock outside handle—all styles but Nomad:

The tee-type handle is located at the upper center of the tailgate outer panel and is secured by two screws. The handle operates as follows: When the handle is turned, the handle shaft actuates the remote control levers to which the connecting rods are attached. The connecting rods trip the lock lever at each side of the tailgate,

thereby disengaging the lock bolt from the striker.

Removal and installation:

1.—Lower tailgate and remove access hole cover.

2.—Remove remote control assembly attaching screws, then lift remote control and disengage it from connecting rods.

3.—Remove two screws securing handle to tailgate outer panel and remove handle and gasket from tailgate.

4.—To install, reverse removal procedure. Be sure to reinstall clips at ends of remote control connecting rods.

Tailgate lock—all styles:

Removal and installation:

1.—Remove access hole cover and remove remote control assembly.

2.—Remove four screws securing lock, then remove lock and remote control connecting rod from tailgate.

3.—To install, reverse removal procedure. Be sure to install clips at ends of remote control connecting rods.

Tailgate lock striker—all styles:

Removal and installation:

1.—Open tailgate and with pencil scribe the location of striker on body pillar.

2.—Remove four screws and remove striker and adjusting plates from body pillar.

3.—To install, place striker and adjusting plates within scribe marks on body pillar and install screws.

Adjustments:

1.—To adjust tailgate lock striker up or down, or forward or rearward, loosen striker attaching screws, locate striker as required, then tighten screws.

Fig. 4—Tailgate and lift gate weatherstrips.

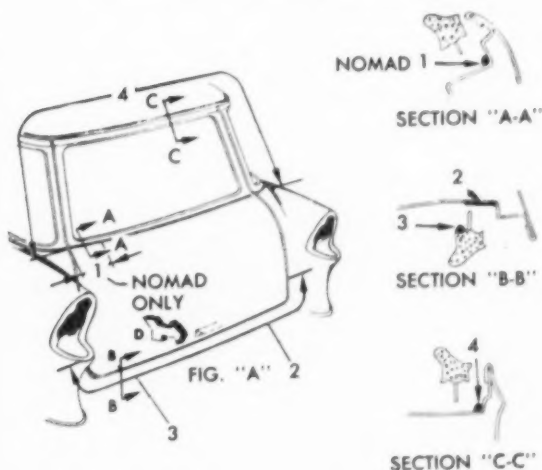
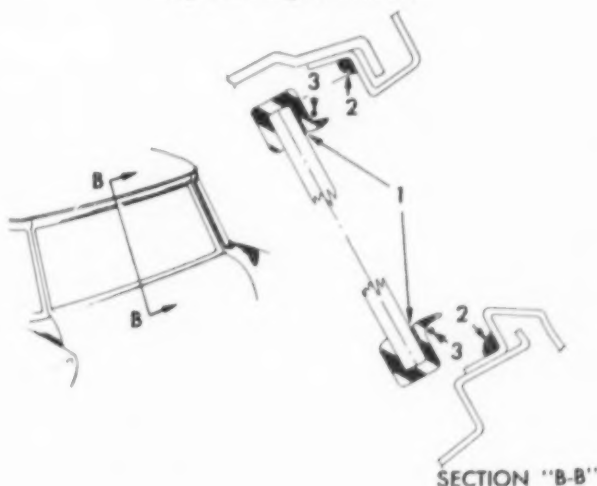
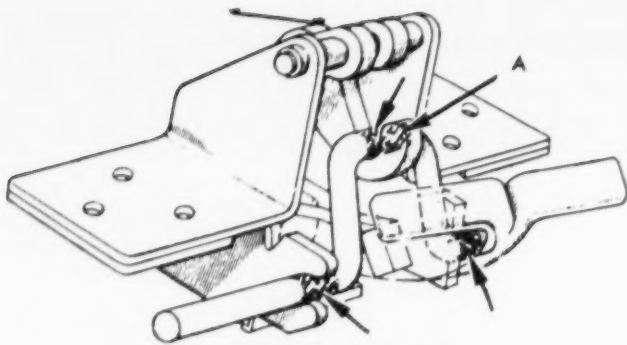


Fig. 5—Lift gate window.





Above: Fig. 6—Lift gate hinge.

Right: Fig. 7—Lift gate window installation.



2.—To check engagement of tailgate lock with striker, proceed as follows:

a. Insert small quantity of modeling clay or its equivalent to bottom of lock bolt slot as shown in Fig. 3.

b. Close tailgate with moderate slam.

c. Open tailgate and measure distance "X" indicated in illustration. Distance "X" should be  $\frac{3}{16}$ " to  $\frac{5}{16}$ ". If distance is greater, install emergency spacer between striker and adjusting plates to obtain proper engagement.

**Tailgate outside handle—Nomad:**

The stationary-type vertical handle is located on the tailgate outer panel directly below the push button and is secured by two screws. To remove handle from the tailgate, it is necessary to remove tailgate access hole cover and remote control assembly to gain access to the handle attaching screws.

**Removal and installation:**

1.—Remove tailgate access hole cover.

2.—Remove four screws securing remote control assembly to inner panel and push-button housing, then disengage remote control assembly from connecting rods and remove from tailgate.

3.—Working through access hole, remove two screws securing tailgate handle and remove handle.

4.—To install, reverse removal procedure. Be sure to install clip at ends of remote control connecting rods.

**Tailgate lock remote and push-button control — assembly (Nomad):**

The tailgate lock remote and push-button control is located at the center of the tailgate.

The assembly operates as follows: When the push button is depressed, the button shaft actuates the remote control levers to which

the connecting rods are attached. The connecting rods trip the lock lever at each side of the tailgate, thereby disengaging the lock bolt from the lock striker. When the push-button lock cylinder is rotated to the locked position with a key, the push-button shaft bypasses the remote levers when the push button is depressed; since the levers are not actuated, the tailgate remains closed.

**Removal and installation:**

1.—To remove remote control assembly, proceed as follows:

a. Remove tailgate access hole cover.

b. Remove screws securing control to inner panel and push-button housing.

c. Disengage remote control from connecting rods and push-button shaft and remove from tailgate.

2.—To remove push-button assembly, proceed as follows:

a. At tailgate outer panel, carefully pry off portion of tailgate outer panel center molding, located above tailgate handle, and remove screw securing push-button housing.

b. Remove remote control assembly from push-button housing and tailgate.

c. Remove screw securing upper edge of tailgate handle and lower edge of push-button housing, then remove housing from tailgate.

3.—To install, reverse removal procedure. Be sure to reinstall clips at ends of remote control connecting rods.

**Disassembly and assembly of push button:**

1.—Remove push-button assembly from tailgate and remote control assembly.

2.—With suitable tool, remove retaining spring from housing, then remove stop washer, spring, detent washer and lock cylinder with push-button shaft from hous-

ing.

3.—To disassemble lock cylinder assembly, bend open tabs and disassemble cylinder as required.

4.—To install, reverse removal procedure.

**Tailgate support cable — all styles:**

One end of the cable is secured to the tailgate by a retainer; the other end of the cable is secured by a steel tape which is part of a reel assembly installed between the rear quarter inner and outer panels.

When the tailgate is lowered, the steel tape unwinds from the reel assembly until the end of the support cable contacts a cable stop. A coil spring, located on the cable between the clevis and cable stop, provides a cushion action for the tailgate when it is in a fully lowered position. When the tailgate is closed, the steel tape winds up in the reel and draws the cable in between the quarter inner and outer panels.

**Removal and installation:**

1.—Lower tailgate and raise lift gate.

2.—Suitably support tailgate assembly to prevent damage to outer panel.

3.—If the right tailgate support cable is affected, remove the right taillight assembly. Access to the left cable stop and ends of the left support cable and steel tape can be gained from beneath the car.

4.—Disengage support cable from cable stop. Remove cotterpin and clevis pin from ends of cable and steel tape; then with a strong cord or wire, tie end of tape to stationary body part to prevent tape from winding up into the reel.

5.—Remove cable retaining plate





Fig. 8—Lift gate weatherstrips.

screws and retainer from tailgate. Pull cable through cable guide in body lock pillar and remove from body.

6.—To install, reverse removal procedure. Be sure coil spring on cable is located between cable stop and clevis.

Tailgate reel assembly — all styles:

Removal and installation:

1.—Lower tailgate and raise lift gate, then suitably support tailgate to prevent damage to outer panel.

2.—If the right reel assembly is affected, remove right taillight assembly from body. Access to the left cable stop can be gained from beneath fender.

Note: On Nomad styles, a front and rear access hole is provided for removal and installation of the cable and reel.

3.—Remove support retaining plate screws and retainer from tailgate. Pull cable through cable guide in body lock pillar and disengage from cable stop.

4.—Inside of body, remove rear quarter window rear garnish molding and side panel rear. On Nomad styles, remove side panel rear and loosen side panel front sufficiently to gain access to the reel assembly front access hole.

5.—Remove four screws securing tailgate reel cover and support to quarter panel, then pull cover and reel assembly into body. On Nomad styles, remove cable and reel rear access hole cover.

6.—To remove reel from cable, remove cotterpin and clevis pin from ends of cable and reel.

7.—To install, reverse removal procedure. Seal inner panel.

Tailgate weatherstrip—all styles:

The mechanically-retained tailgate weatherstrip consists of a one-piece weatherstrip with an integral wire insert. The weatherstrip is secured to the tailgate by clips which are formed from the wire insert and snapped into holes around the perimeter of the tailgate. In addition, the weatherstrip

is cemented along the bottom of the tailgate, and secured by two screws at each upper corner of the tailgate.

Removal:

1.—Remove two screws at each upper corner of tailgate.

2.—Using mechanically-retained weatherstrip inserting tool or other suitable tool, carefully position tip of tool under weatherstrip at each clip location and snap clip out of hole.

Note: At cemented sections of weatherstrip, carefully break cement bond at same time that weatherstrip retaining clip is being snapped from hole.

Installation:

1.—Clean off old weatherstrip cement from tailgate.

2.—On Nomad styles, apply bead of weatherstrip cement in corner of rabbet as indicated at "1" in section "A-A" of Fig. 4. Seal is to extend four inches in-board from each upper corner of tailgate.

3.—Locate weatherstrip retaining tabs at the upper corners of tailgate and using a mechanically-retained weatherstrip, inserting tool or other suitable tool, place "V"-shaped tip of tool on loop of clip and push clip into hole until it is secured in position. Install weatherstrip along upper edge of gate only.

Note: Do not use excessive force or strike tool when pushing clips into holes, as it may distort the shape of the clip and result in improper weatherstrip retention.

4.—Apply approved weatherstrip cement, following manufacturer's directions, along bottom and side of tailgate as indicated at "2" in Fig. "A" and section "B-B".

5.—Apply bead of approved weatherstrip cement along groove of tailgate weatherstrip, as indicated at "3" in section "B-B". Apply cement across bottom and radius of outer lower corners.

6.—Cut ends of weatherstrip as required to form butt joint at bottom of tailgate, then install re-

maining weatherstrip attaching clips into holes in tailgate inner panel. Apply approved weatherstrip cement to ends of weatherstrip and form butt joint.

Note: An inner weatherstrip is cemented to the inside facing of the back body opening pillar.

Lift gate assembly—all styles but Nomad:

The lift gate is secured to the back body opening roof rail by two hinges. A telescoping support at each side of the lift gate locks the lift gate in either a horizontal position or at a position slightly above horizontal. For instructions on locking lift gate in either open position, see "lift gate support."

Removal and installation:

Either of the two methods may be used to remove the lift gate from the body.

a. Lift gate may be removed from the straps.

b. Lift gate and hinges may be removed as an assembly from the body.

#### Removing the Lift Gate

If removing lift gate from hinge straps, proceed as follows:

1.—Open lift gate to horizontal position.

2.—At each side of the lift gate, remove two screws securing support to lift gate, then lower lift gate and remove lift gate window garnish molding.

3.—Scribe location of hinge straps on lift gate. With helper supporting gate, remove two screws from each hinge and reinforcement from each hinge strap and remove lift gate from body.

4.—To install, align hinges within scribe marks and reverse removal procedure.

If removing lift gate and hinges as an assembly from the body, proceed as follows:

1.—Open lift gate to horizontal position.

2.—At each side of lift gate, remove two screws securing support to lift gate, then lower lift gate.

3.—Inside of body, remove both lift gate hinge covers and finishing molding from above lift gate opening.

4.—Detach headlining at hinge areas sufficiently to have access to hinge attaching screws.

5.—Scribe location of hinges on body panel.

6.—With helper supporting lift gate, remove hinge attaching screws and remove lift gate.

7.—To install, align hinges within scribe marks and reverse removal procedure.

Adjustments:

1.—To adjust top of lift gate forward or rearward, remove back window garnish molding and loosen hinge strap attaching screws. Position lift gate as required, then tighten screws and reinstall back window garnish molding.

2.—To adjust lift gate sideways in the opening, remove hinge covers on inside of body and disengage headlining as required, then tighten screws and reinstall previously removed parts.

Lift gate window—all styles but Nomad:

Removal:

1.—Close lift gate and remove lift gate window garnish molding and retaining clips.

2.—With suitable flat bladed tool, carefully break seal between rubber channel and metal panel completely around perimeter of window.

3.—With palm of hand, carefully push glass with rubber toward front of car and remove glass with rubber channel from lift gate.

Installation:

1.—Clean off old sealer from around window opening and rubber channel.

2.—Check window opening and rubber channel for irregularities, and correct if present.

3.—Install rubber channel around glass, then apply weatherstrip cement between rubber and glass as indicated at "1" in Fig. 5 around perimeter of glass.

4.—Apply bead of medium-bodied sealer around perimeter of window opening in lift gate as indicated at "2" in Fig. 5.

5.—Install strong cord in rubber channel at outer lip around perimeter of lift gate window as shown at "3" in Fig. 5, then tie ends of cord to glass.

6.—Install glass with rubber channel in opening, then pull ends of cord to seat lip of rubber channel on outer panel completely around window opening.

7.—Install window retaining clips and garnish molding, then clean off the excess sealer and the cement.

Lift gate supports—all styles:

A telescoping support which consist of an inner and outer channel is installed at the left and right side of the lift gate. The end of the inner channel is secured to the lift gate and the end of the lower channel is secured to the body pillar. The support is designed to lock the lift gate either in horizontal position or in a position slightly above horizontal.

To lock lift gate in full-open

position, lower tailgate, then raise lift gate until support stop levers are engaged in slots in outer channel. To unlock lift gate from open position, push stop knobs rearward to disengage stop levers and lower lift gate.

To lock lift gate in horizontal position, lower tailgate and raise lift gate until stop knobs are accessible. Push knobs forward to spring load stop levers, then lower gate until stop levers which are under spring tension engage in slots. The gate is unlocked in the same manner as outlined above.

Removal and installation:

1.—Lower tailgate and lock lift gate in open position.

2.—Remove screws securing ends of support to lift gate and body, and remove support.

3.—To install, reverse removal procedure. Lubricate as required.

Lift gate weatherstrips—all styles but Nomad:

#### **It's One-Piece Weatherstrip**

The mechanically-retained lift gate weatherstrip consists of a one-piece weatherstrip with an integral wire insert. The weatherstrip is secured to the lift gate by clips which are formed from the wire insert and snapped into holes around the top and sides of the lift gate. In addition, the weatherstrip is secured in place by two screws at each lower corner.

Removal and installation:

The basic steps of weatherstrip removal and installation are outlined in "tailgate weatherstrip." To seal along top and side of lift gate weatherstrip, apply bead of approved weatherstrip cement as indicated at "4" in section "C-C" in Fig. 4.

Lift gate assembly—Nomad:

The lift gate frame assembly consists of a die-cast lift gate window outer frame, right and left side inner frame and lower inner frame. The assembly is secured to the body roof rail by two hinges which incorporate torque rods to assist in raising the gate. A telescoping support at each side of the lift gate locks the gate open in either a horizontal position, or a position slightly above horizontal. For instructions on locking lift gate in either open position, see "lift gate support." For instructions on disassembling lift gate frame, see "lift gate window."

Removal and installation:

1.—Lock lift gate in open position.

2.—With helper supporting gate in open position, remove three of

the four screws securing gate to hinges.

3.—Remove screws securing right and left supports to lift gate, then remove remaining hinge attaching screw from each hinge strap and carefully remove lift gate. Place gate on covered bench.

4.—To install, align hinges with scribe marks and reverse removal procedure.

Adjustments:

1.—To adjust lift gate assembly up or down or sideways, proceed as follows:

a. On inside of body, remove lift gate opening upper finishing molding and detach headlining from trim sticks along length of lift gate opening.

b. Scribe location of hinges and loosen screws. Adjust lift gate as required, then tighten attaching screws.

c. Reinstall previously removed parts.

2.—To adjust closed position of lift gate upper edge forward, perform steps a and b, then loosen hinge attaching screws and install emergency spacers between hinges and roof rail. Tighten attaching screws and reinstall previously removed parts.

3.—To adjust closed position of lift gate upper edge rearward, remove hinge attaching screws and install emergency spacers between hinge straps and lift gate frame.

Lift gate hinges—Nomad:

Each hinge is secured to the roof rail by six screws and to the lift gate by four screws. The torque rods must be disengaged from the hinges before one or both of the hinges can be removed from the body.

Removal and installation:

1.—Remove lift gate from body.

2.—Remove lift gate opening upper finishing molding and detach headlining from trim sticks along length of gate opening.

3.—Remove center and side covers to expose hinge attaching screws.

4.—With suitable length of pipe carefully disengage end of torque rod from support on roof rail.

**Caution:** Perform above step carefully. The movement of the tensioned torque rod can cause injury if the end of the rod is disengaged carelessly.

5.—Disengage opposite end of rod from lift gate hinge.

6.—Remove remaining torque rod as outlined in steps 4 and 5.

7.—Scribe location of hinges, then remove hinge attaching  
(Continued on page 82)

# "Commercial Credit 7-Point Plan is our best salesman"

says DeSoto-Plymouth dealer **SHERWOOD H. SHEEHAN**, President,  
Sheehan Motor Sales, Inc.,\* Buffalo, N.Y.

\*Winner of 1953 Sales Achievement Award in  
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repeat sales. All in all, I'd say COMMERCIAL  
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# 1956 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheelbase	ENGINE										WHEEL ALIGNMENT			BRAKES		
		No. Cylinders and Valve Arrangement	Bore and Stroke	Turnable H. P.	Max. Rated H. P. at R. P. M.	Crankshaft Drive	Main Bearings	Crankcase Cap. (Qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Cooling System (No. Radiator)	Castor (Degrees)	Camber (Degrees)	Toe-In (in.)	Service	Parking
BUICK Special & Century	122	V8I	4 x 3.20	51.2	220@4400	Ch	5	6	OB	Y	Y	17½	+½ to -1½	+½ to -½	½ to ½	H	RW
BUICK Super & Roadmaster	127	V8I	4 x 3.20	51.2	255@4400	Ch	5	6	OB	Y	Y	17½	+½ to -1½	+½ to -½	½ to ½	H	RW
CADILLAC 60	133	V8I	4 x 3½	51.2	285@3600	Ch	5	5	OB	Y	Y	17½	-½ to -1½ -1 Prt.	-½ to +½	¾	H	RW
CADILLAC 62	129	V8I	4 x 3½	51.2	285@3600	Ch	5	5	OB	Y	Y	17½	-½ to -1½ -1 Prt.	-½ to +½	¾	H	RW
CADILLAC 75	149½	V8I	4 x 3½	51.2	285@3600*	Ch	5	5	OB	Y	Y	17½	-½ to -1½ -1 Prt.	-½ to +½	¾	H	RW
CHEVROLET 8	115	6L	3½ x 3½	30.4	140@4200	G	4	5	OB	Y	Y	16	+½ to +1½	0 to +1	½ to ½	H	RW
CHEVROLET 15	115	V8I	3½ x 3	45	162@4400¹	Ch	5	5	Y	Y	Y	16	+½ to +1½	0 to +1	½ to ½	H	RW
CHEVROLET Corvette	102	V8I	3½ x 3	45	225@5200	Ch	5	5	Y	Y	Y	16	0 to +1	0 to +1	0 to ½	H	RW
CHRYSLER Windsor	126	V8I	3.81 x 3.63	46.5	225@4400	Ch	5	4½	OB	Y	Y	24	-2 to 0	Left -½ Right 0	¾	H	Pa
CHRYSLER New Yorker	126	V8I	3.94 x 3.63	49.7	280@4600	Ch	5	4½	OB	Y	Y	25	-2 to 0	Left -½ Right 0	¾	H	Pa
CHRYSLER Imperial	133	V8I	3.94 x 3.63	49.7	280@4600²	Ch	5	4½	OB	Y	Y	25	-2 to 0	Left -½ Right 0	¾	H	Pa
CHRYSLER Crown Imperial	149½	V8I	3.94 x 3.63	49.7	280@4600	Ch	5	4½	OB	Y	Y	25	-2 to 0	Left -½ Right 0	¾	H	Pa
CONTINENTAL	136	V8I	4 x 3.66	51.2	NA	Ch	5	5	OB	Y	Y	23	+½ to +1½	0 to +½	¾	H	RW
DeSOTO Fire Dome	126	V8I	3.72 x 3.80	44.3	230@4400	Ch	5	4	OB	Y	Y	23	-2 to 0	Left -½ Right 0	¾	H	Pa
DeSOTO Fire Flite	136	V8I	3.72 x 3.80	44.3	255@4400	Ch	5	4	OB	Y	Y	23	-2 to 0	Left -½ Right 0	¾	H	Pa
DODGE Coronet 8	120	6L	3.25 x 4.63	25.4	131@3600	Ch	4	5	OB	Y	Y	13	-2 to 0	Left -½ Right 0	¾	H	Pa
DODGE Coronet 6	130	V8I	3.63 x 3.56	42.2	189@4400	Ch	5	5	OB	Y	N	19	-2 to 0	Left -½ Right 0	¾	H	Pa
DODGE Royal 8	120	V8I	3.68 x 3.50	42.2	215@4400	Ch	5	5	OB	Y	N	20	-2 to 0	Left -½ Right 0	¾	H	Pa
FORD 8 Main, Cust. Fair.	115½	6L	3.62 x 3.60	31.54	137@4200	Ch	4	4	OB	Y	Y	14½	0 to +1½	0"8' to +1"8'	½ to ½	H	RW
FORD 8 Mainline & Cust.	115½	V8I	3.62 x 3.30	42.5	173@4400	Ch	5	5	OB	Y	Y	19	0 to +1½	0"8' to +1"8'	½ to ½	H	RW
FORD 8 Fairlane	115½	V8I	3.75 x 3.30	45	200@4600	Ch	5	5	OB	Y	Y	19	0 to +1½	0"8' to +1"8'	½ to ½	H	RW
FORD Thunderbird	102	V8I	3.60 x 3.44	46.21	225@4600	Ch	5	5	OB	Y	Y	21	0"30' to +1"30'	0"8' to +1"8'	½ to ½	H	RW
HUDSON Wasp 8	114½	6L	3 x 4½	21.6	120@4400	Ch	4	5	OB	Y	Y	13	0 to ½	+½	½ to ½	H	RW
HUDSON Hornet 8	121½	6L	3½ x 4½	34.88	165@3800	Ch	4	7	OB	Y	Y	18½	0 to ½	+½	½ to ½	H	RW
HUDSON Hornet V-8	121½	V8I	4 x 3½	51.2	200@4600	Ch	5	5	OB	Y	Y	27	0 to ½	+½	½ to ½	H	RW
LINCOLN	126	V8I	4 x 3.66	51.2	285@4600	Ch	5	5	OB	Y	Y	23.2	0 to +1½	0 to +½	¾ to ¾	H	RW
MERCURY	119	V8I	3.80 x 3.44	46.21	210@4600	Ch	5	5	OB	Y	Y	19	0 to +1½	0 to +½	¾ to ¾	H	RW
NASH Statesman 8	114½	6L	3½ x 4½	23.44	130@4500	Ch	4	4	OB	Y	Y	11	0 to +1½	+½ 0 Prt.	½ to ½	H	RW
NASH Ambassador 8	121½	6L	3½ x 4½	29.4	135@3700	Ch	7	6	OB	Y	Y	17	0 to +1½	+½ 0 Prt.	½ to ½	H	RW
NASH Ambassador 6	121½	V8I	4 x 3½	51.2	220@4600	Ch	5	5	OB	Y	Y	27	0 to +1½	+½ 0 Prt.	½ to ½	H	RW
OLDSMOBILE "88"	122	V8I	3½ x 3½	48	230@4400	Ch	5	5	OB	Y	Y	20½	0 to -½	-½ to +½	½ to ½	H	RW
OLDSMOBILE Super "88"	122	V8I	3½ x 3½	48	240@4400	Ch	5	5	OB	Y	Y	20½	0 to -½	-½ to +½	½ to ½	H	RW
OLDSMOBILE "98"	126	V8I	3½ x 3½	48	240@4400	Ch	5	5	OB	Y	Y	20½	0 to -½	-½ to +½	½ to ½	H	RW
PACKARD Clipper	122	V8I	4 x 2.5	51.2	275@2800	Ch	5	5	OB	Y	Y	26½	-1 to +½	0 to +½	0 to ½	H	RW
PACKARD Caribbean	127	V8I	4½ x 2.5	54.45	310@2800	Ch	5	5	OB	Y	Y	27	-1 to +½	0 to +½	0 to ½	H	RW
PACKARD	127	V8I	4½ x 2.5	54.45	290@2800	Ch	5	5	OB	Y	Y	27	-1 to +½	0 to +½	0 to ½	H	RW
PLYMOUTH 8	115	6L	3.25 x 4.63	25.4	125@3600	Ch	4	5	OB	Y	Y	13	-2 to 0	+½ to ½	¾	H	Pa
PLYMOUTH 6	115	V8I	3.75 x 3.13	45	187@4400	Ch	5	5	OB	Y	N	19	-2 to 0	+½ to ½	¾	H	Pa
PONTIAC Star Chief (Safari)	122	V8I	3.94 x 3.25	49.6	205@4600	Ch	5	5	OB	Y	Y	22.7	-1 to +½	+½ to ½	0 to .063	H	RW
PONTIAC Star Chief	134	V8I	3.94 x 3.25	49.6	227@4800	Ch	5	5	OB	Y	Y	22.7	-1 to +½	+½ to ½	0 to .063	H	RW
RAMBLER	108	6L	3½ x 4½	23.44	120@4200	Ch	4	4	OB	Y	Y	10	0 to +1½	+½ to -½	½ to ½	H	RW
STUDEBAKER Champion, Pelham	116½	6L	3 x 4½	21.6	101@4000	G	4	5	OB	Y	Y	11	-1 to -2½	0 to +1	½ to ½	H	RW
STUDEBAKER Commander, Parkview	116½	V8I	3½ x 3½	40.6	170@4500	G	5	5	OB	Y	Y	17	-1 to -2½	0 to +1	½ to ½	H	RW
STUDEBAKER Free, Pinchurst	116½	V8I	3½ x 3½	40.6	185@4500	G	5	5	OB	Y	Y	17	-1 to -2½	0 to +1	½ to ½	H	RW
STUDEBAKER Golden Hawk	120½	V8I	4 x 3½	51.2	275@4600	Ch	5	5	OB	Y	Y	25	-1 to -2½	0 to +1	½ to ½	H	RW

## ABBREVIATIONS

\*—Eldorado 385@4700.  
 †—170@4400 with Powerglide.  
 ‡—340@5200 on Chrysler 300B.  
 G—Gear.  
 H—Hydraulic.

I—Valve-in-head.  
 L—L-head.  
 N—No.  
 NA—Modified Lincoln engine  
 announced as "adequate."

OB—Oil bath.  
 Prf.—Preferred.  
 Pa—Propeller shaft, rear transmission.  
 RW—Rear wheels.  
 Y—Yes.



**QUALITY PRODUCT...  
QUALITY DEALERS...**

**that's Oldsmobile's winning combination!**



**QUALITY DEALING  
PAYS OFF  
IN ROCKETING SALES  
FOR OLDSMOBILE  
DEALERS!**

It's goodwill that keeps them coming back! From years of experience, Oldsmobile Quality Dealers know that a quality way of doing business, plus a quality product like Oldsmobile, makes a winning combination. They know that satisfied customers mean profitable repeat sales and increased service business for them. They've found, as well, that straightforward selling methods and conscientious service have built a reputation that tips the scales in favor of Olds no matter what the competition. They're powerful reasons why it's smart to be an Oldsmobile Quality Dealer!

**OLDSMOBILE**

**DIVISION OF GENERAL MOTORS CORPORATION**

**• LANSING, MICHIGAN**

# 1956 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP				ELECTRICAL				Bal.	FUEL SYSTEM			VALVES		
	Breaker Gap (in.)	Cam Angle (Degrees)	Contact Arm Spring Tension (lb.)	Spark Plug Gap (in.)	Ignition Timing	Timing Mark Location	Spark Advance Max. Control	Spark Advance Max. Vac.		Carb. Mgr.	Model No.	Fuel Pressure (lb.)	Intake Clearance (in.)	Exhaust Clearance (in.)	Intake Valve Opens 5 or 6 in. after
BUICK Special & Century	12 1/2-17 1/2	Q	19-23	30-35	5° b/c	VD	13 1/2° @ 1750	10.5° @ 12"	N62	St. Ca. RP	St-WW	6 1/2	Au	Au	25° b/c
BUICK Super	12 1/2-17 1/2	Q	19-23	30-35	5° b/c	VD	13 1/2° @ 1750	10.5° @ 12"	N62	St. Ca. RP	Ca-WCFB RP-4G	6 1/2	Au	Au	30° b/c
BUICK Roadmaster	12 1/2-17 1/2	Q	19-23	30-35	5° b/c	VD	13 1/2° @ 1750	10.5° @ 12"	N62	St. Ca. RP	Ca-WCFB RP-4G	6 1/2	Au	Au	30° b/c
CADILLAC 60, 62 and 75	16-21	31+1 1/2	19-23	35	5° 400 rpm	VD	9° to 11° @ 2000	16.5° @ 17 1/2"	HG N70	Ca. RP	WCFB2333S +2434S 7008750-51	5 1/2 to 6 1/2	Au	Au	39° b/c
CHEVROLET 6	16-21	26-33	19-23	33-38	tc	FW	18° @ 1750	7 1/2° @ 10"	N53	RP	7009254-55	3 1/2-4 1/2	O	O	10 1/2° b/c
CHEVROLET 8	16-21	26-33	19-23	33-38	4° b/c	VD	16° @ 1800	11° @ 12"	N53	RP	7008387-88	4-5 1/2	O	O	18° b/c
CHEVROLET Corvette	16-21	26-34	19-23	33-38	4° b/c	VD	14° @ 1750	13 1/2° @ 15"	N53	Ca	Z	4-5 1/2	18	18	21 1/2° b/c
CHRYSLER Windsor	17	29-32	17-20	35	2° b/c	VD	13° to 15° @ 2020	12° @ 15"	N60	B&B	BBD2312S	5-6 1/2	Au	Au	5° b/c
CHRYSLER New Yorker	17	29-32	17-20	35	4° b/c	VD	10 1/2° @ 2400	12 1/2° @ 17"	N70	Ca	WCFB2314S	5-6 1/2	Au	Au	15° b/c
CHRYSLER Imperial & Cr. Imp.	17	NA	17-20	35	4° b/c	VD	10 1/2° @ 2400	12 1/2° @ 17"	N70	Ca	WCFB2314S	5-6 1/2	Au	Au	15° b/c
CONTINENTAL	14-16	26-28 1/2	17-20	32-36	5° b/c	VD	None	13 1/2° @ 1.88"	N65	Ho	60A	4 1/2-5 1/2	Au	Au	18° b/c
DeSOTO Fire Dome	17	29-32	17-20	35	8° b/c	VD	7° @ 800	12 1/2° @ 15"	N65	B&B	BBD2308S	5-6 1/2	Au	Au	4° b/c
DeSOTO Fire Flite	17	29-32	17-20	35	4° b/c	VD	9 1/2° @ 2200	13 1/2° @ 15"	N60	Ca	WCFB2311S	5-6 1/2	Au	Au	15° b/c
DODGE Coronet 6	20	39+3	17-20	35	2° b/c	VD	9° @ 1700	9° @ 14"	N50	St	WW3-124	4-5 1/2	10	10	12° b/c
DODGE Coronet 8	17	29-32	17-20	35	4° b/c	FW	16° @ 2150	13 1/2° @ 15"	N50	St	WW3-135	5-6 1/2	Au	Au	14° b/c
DODGE Royal 6 and Cust. Royal	17	29-32	17-20	35	6° b/c	FW	17° @ 2375	12° @ 15"	N50	St	WW3-138	5-6 1/2	Au	Au	11° b/c
FORD 6 Main, Cust., Fair	24-26	35-38	17-20	32-36	4° b/c	VD	None	13 1/2° @ 8"	N55	Ford	NA	4-5	19	19	24° b/c
FORD 8 Main, Cust., Fair	14-16	26-28 1/2	17-20	32-36	3° b/c	VD	None	16 1/2° @ 4.6"	N55	NA	NA	4-5	19	19	12° b/c
FORD Thunderbird	14-16	26-28 1/2	17-20	32-36	X	VD	None	13.5° @ 2.19"	N55	NA	NA	4-5	19	19	12° b/c
HUDSON Wasp 6	18-20	36-42	17-20	32	tc	VD	14 1/2° @ 1500	8 1/2° @ 9"	N50	Ca	WAI-2009-SA	4-5	10	15	26° b/c
HUDSON Hornet 6	18-20	36-42	17-20	30	tc	FW	9° @ 2000	5° @ 10 1/2"	N50	Ca	WDG-2252-S	4-5	Au	Au	33.7° b/c
HUDSON Hornet V-8	16	28-34	17-20	35-37	5° b/c	VD	14° @ 1700	12° @ 12 1/2"	N60	Ca	WDG-2231-S	3 1/2-5 1/2	Au	Au	14° b/c
LINCOLN	14-16	26-28 1/2	17-20	32-36	5° b/c	VD	None	13 1/2° @ 2000 @ 1.88"	N65	Ho	ECU-9510D	4 1/2-5 1/2	Au	Au	18° b/c
MERCURY	14-16	26-28 1/2	17-20	32-36	3° b/c	VD	None	13 1/2° @ 2.19"	N55	Ho	R-1162-1A	4-5	19	19	12° b/c
NASH Statesman 6	16	28-35	19-23	30	tc	VD	17° @ 1600	5° @ 11"	N55	Ca	WCD-2350-S	4-5 1/2	12	16	12 1/2° b/c
NASH Ambassador 6	18-20	36-42	17-20	30	4° b/c	VD	15° @ 1350	7° @ 14"	N50	Ca	YH-895-S	4-5 1/2	12	16	12 1/2° b/c
NASH Ambassador 8	16	28-34	17-20	35-37	5° b/c	VD	14° @ 1700	12° @ 12 1/2"	N60	Ca	WDG-2231-S	3 1/2-5 1/2	Au	Au	14° b/c
OLDSMOBILE "88"	16	26-33	19-23	30	5° b/c	CP	26° @ 4400	21 1/2° @ 16"	N62	RP	2GC	4-5	Au	Au	11 1/2° b/c
OLDSMOBILE Super "88" & "98"	16	26-33	19-23	30	5° b/c	CP	26° @ 4400	21 1/2° @ 16"	N62	RP	4GC	4-5	Au	Au	11 1/2° b/c
PACKARD Clipper Cust. & Del.	16	27	17-20	33-37	5° b/c	VD	15° @ 2000	12° @ 12 1/2"	N60	Ca	T	3 1/2-5 1/2	Au	Au	14° b/c
PACKARD & Caribbean	16	26-36	19-23	33-37	10° b/c	VD	12° @ 2000	8 1/2° @ 14 1/2"	N60	RP	T	3 1/2-5 1/2	Au	Au	14° b/c
PLYMOUTH 6	20	29-32	17-20	35	2° b/c	VD	9° @ 1300	9° @ 14"	N50	B&B	BBS2293S	4-5 1/2	10	10	12° b/c
PLYMOUTH 8	17	29-32	17-20	35	4° b/c	CP	16° @ 2100	13 1/2° @ 15"	N50	B&B	BBD2299S BBD2259S13	5-6 1/2	12	20	14° b/c
PONTIAC Star Chief (Safari)	16	26-33	19-23	33-38	5° b/c	VD	10° @ 3600	8° @ 13 1/2"	N53	RP	7008696	4-5	O	O	M
PONTIAC Star Chief	16	26-33	19-23	33-38	5° b/c	VD	10° @ 3600	8° @ 13 1/2"	N53	RP	7007900	4-5	O	O	M
RAMBLER	16	28-35	19-23	30	tc	VD	17° @ 1600	5° @ 11"	N45	Ca	AS-2349-S	4-5 1/2	12	16	12 1/2°
STUDEBAKER Champion, Pelham	20	38-40	17-20	28-33	2° b/c	VD	14° @ 2800	18° @ 12"	N50	Ca	WE-2108S	3 1/2-5 1/2	16	16	15°
STUDEBAKER Commander, Parkview	13-18	28-34	19-23	33-38	4° b/c	VD	24° @ 2200	16° @ 11"	N50	St	WW6-117	3 1/2-5 1/2	23-25	23-25	11"
STUDEBAKER Pres., Pinehurst	13-18	28-34	19-23	33-38	4° b/c	VD	24° @ 2200	16° @ 11"	N50	St	WW6-117	3 1/2-5 1/2	23-25	23-25	11"
STUDEBAKER Golden Hawk	15	28-34	17-20	33-38	5° b/c	VD	20° @ 1700	20° @ 11"	N60	Ca	WCFB-2394S	3 1/2-5 1/2	Au	Au	14°

## ABBREVIATIONS

1.—Dynaflow 30° b/c.  
 2.—Powerglide 14° @ 1750.  
 3.—Powerglide 26 1/2° b/c.  
 a.—Fairlane 13 1/2° @ 2.9".  
 atc.—After top center.  
 Au.—Automatic.  
 b.—Automatic transmission 6° b/c.  
 B&B.—Bal. & Bal.  
 b/c.—Before top center.

Ca.—Carter.  
 CP.—Crankshaft pulley.  
 FW.—Flywheel.  
 Ho.—Holley.  
 M.—Std. Trans. 22° b/c; Auto. Trans. 27° b/c.  
 N.—Negative.  
 NA.—Not announced.  
 Q.—Usage not recommended.  
 RP.—Rochester Products.

St.—Stromberg.  
 T.—1956 Packards have Carter WCFB-2394-S and Rochester 4 GC-7008610 and 4 GC-700900 (Caribbean model only).  
 Clippers have Carter WGD-2393-S and WCFB-2394-S and Rochester 4 GC-7008610.  
 to.—Top center.  
 VD.—Vibration damper.  
 X.—Std. and O. D. Trans., 3° b/c; Auto. Trans., 6° b/c.  
 Z.—WCFB-2419S front, WCFB-2382S rear.



## Just what is an "adjustable" shock absorber?

In one sense, *every* first-quality shock absorber made today is "self-adjusting." Because, today, virtually all shocks incorporate spring-actuated valving. *Within a pre-calibrated range of control*, these spring-loaded valves compensate for varying hydraulic demands created by road and load conditions. In that sense, *all* Gabriel shock absorbers are "adjustable," and have been for years.

**But it was not until Gabriel perfected and marketed the AjustOmatic that you could offer your customers adjustable ride control—in a choice of three ranges.**

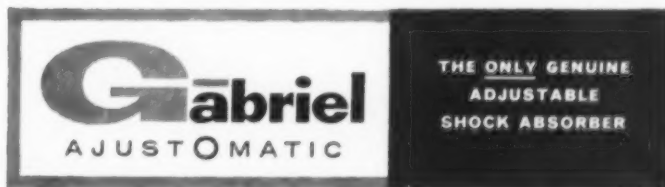
The Gabriel AjustOmatic is different from any other shock absorber on the market today.

You can, in less than a minute, select and set for every customer *his kind of ride*—for his kind of car and his kind of driving. You do the adjusting: "soft" for ultimate comfort, "medium" for greater stability than with standard equipment, "firm" for utmost stability.

There is a ready, steady market for adjustable shock absorbers today. Don't be misled into giving your customers something less! Ask your Gabriel jobber for new fact folder giving full details.

**MAKE \$30-\$40 A DAY!** Get a new, Gabriel Shock Tester. Tie in with powerful national advertising featuring AjustOmatic this month. Show the need—sell the deal!

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If you carry any spark plugs . . .

# Here are 7 special reasons for featuring Champions

***In the race for profits—as on  
the stock car tracks—you're ahead  
when you're "Champion equipped"***

You've got a lot of special advantages on your side when you feature Champion Spark Plugs—advantages that work hard to make Champions just about your most profitable single TBA item.

Only with Champions can you back up your spark plug sales talk with the experience and prestige of the country's leading race drivers, because only Champions have consistently sparked cars of every make to victory.

And Champion's racing record is only one of many advantages. Champion's exceptional popularity, complete line, hard-hitting advertising, dealer sign program, sales and service aids—plus Champion's exclusive product features—all add up to one thing: Champions are a mighty good item to feature. Give them a try. You can't carry a better TBA item than Champions, America's favorite spark plugs.

*Sincerely,  
Jim L*

*P.S. Chevrolets won 16 of 46 recent NASCAR races.  
And 15 of the 16 winning Chevis were Champion  
equipped.*



- 2.** A poll of consumers\* showed 66% preferred Champions. No other TBA product enjoys such widespread popularity, such a vast pre-sold market.

(\*Grit Studies, 1955)



- 5.** Eye-catching Champion signs and decals, familiar to millions of motorists, mark your place as a good "home" for cars from near and far.

CHAMPION SPARK PLUG





- 1.** Amazing NASCAR victory record, proving Champions best for every make car, is a powerful sales-clincher with customers who want best possible performance from their cars.



- 3.** Champion's complete line includes a perfect plug for every car and truck—and every kind of driving. No need to stock slow-moving secondary line.



- 4.** Thousands of Champion roadside signs sell your customers in their cars, while strong advertising in 27 major magazines sells them in their homes.



- 6.** Everything you need for a profitable, first-class plug department is available from Champion, including testing equipment, tools, and service manuals.



- 7.** Exclusive Champion features, such as 5-rib design and new Powerfire electrode, mean top performance that brings customers back smiling.

COMPANY, TOLEDO 1, OHIO

AMERICA'S FAVORITE

**CHAMPION**

SPARK PLUGS

# Readers are invited to contribute to—SHOP TALK

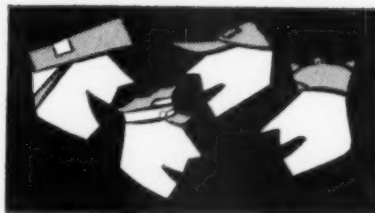
## COLE OF CHEVROLET

Ed Cole, the new top man at Chevrolet Division, told this one to editors of SAJ a short time ago on his friend the chief engineer of Cadillac Division, the post Cole held until he became Chevrolet's chief engineer:

The two had driven up in a

Cadillac at an Ann Arbor, Mich., parking lot before proceeding to a football game. The parking lot attendant waved the car away, proclaiming it too long for one parking space. It was nearly kickoff time and Cole suggested it might be better to pay for two spaces and get on to the stadium.

But the Cadillac engineer was



A column of informal comments about the automotive trade and its problems.

stubborn. One car should occupy one space, he insisted, and went on to another lot where that doctrine was upheld.

But they missed the kickoff.

## INDEPENDENT GARAGEMAN?

Ray Lloyd, long a well-known figure in all levels of the industry in Kansas City, brought out this point in his bulletin last month to members of the Automotive Trades Association of Greater Kansas City, Mo., of which he is manager:

"Why independent garages? What are we independent of? Just read a very smart editorial from the Toledo, Ohio, Garagemen's Association bulletin along the line of the above.

"This article, by their president, Mr. Jim Hutton, points out that some garages seem to take this idea of being independent entirely too seriously. He suggests that maybe the name united might be more fitting.

"Certainly there is plenty of room for more unity in the ranks of independent garagemen."

## CARS PAY THE POOR

'Twas tough enough in a few states to get the politicians to ear-

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

# NEW! Satin Prime

Flash Dries in 15 minutes!

...No sanding... Apply finish coat immediately!



DITZLER now introduces new SATIN PRIME—DPE-1338. This new light gray non-sanding primer sealer is specially prepared to give faster and better results when repainting today's pastel colors.

• By reducing with Ditzler's DTE-101 or DTE-202, new SATIN PRIME can be applied in a one wet coat film. It covers equally well

over bare metal or properly prepared old lacquer or enamel. A thin coat gives you all the advantages plus a better finish than a heavy coat. No sanding required.

• New SATIN PRIME flash dries in 15 minutes. Lacquer or enamel may be applied immediately after flash drying so that primer sealer and color coat dry down thoroughly together. You'll find SATIN PRIME gives you better holdout and adhesion than any other similar product you've ever tried.

## Ditzler's FERROCHROME PRIMER DPE-1202 Inhibits Rust!

• Besides new SATIN PRIME, Ditzler also makes available FERROCHROME PRIMER, DPE-1202 formulated for industrial and fleet use. This is a red oxide non-sanding primer. In addition to all the excellent properties to be found in new SATIN PRIME, DPE-1338, this FERROCHROME PRIMER is a highly effective rust inhibitor.



DITZLER COLOR DIVISION, Pittsburgh Plate Glass Company, Detroit 4, Michigan



# DITZLER

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THE ONLY COMPRESSION RING

with "Break-in Sheath" for fast seating

. . . and hard Chrome layer  
for longer life!

**SEATS fast as Cast-Iron**

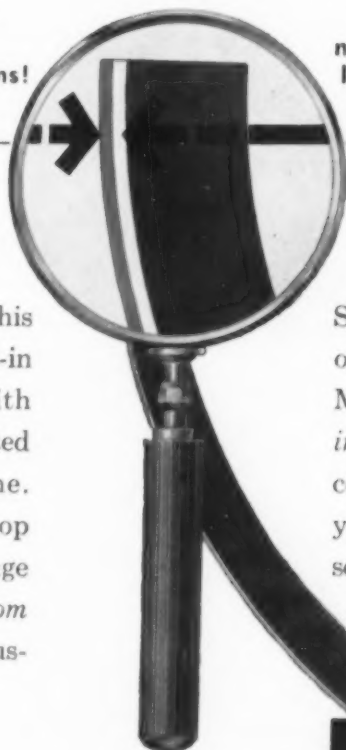
**PLUS**

**WEAR of hard Chrome**

"Break-in Sheath" seats as early  
as within 100 miles in engines  
operating under average conditions!

Layer of solid Chrome,  
not scuffed during seating,  
lasts up to 100,000 miles!

The dull "satin" finish on this new Moog Ring is the "Break-in Sheath"—a special metal with miraculous *seating power*—plated over the shiny, hard Chrome. Tests prove this sheath can stop oil pumping, improve gas mileage and give *new car power right from the start* to assure immediate customer satisfaction!



Since there is no scuffing of ring or cylinder wall during seating, Moog Chrome + Plus offers the *lasting power* needed in modern high-compression engines. Try a set on your next re-ring or rebore job and see the amazing difference!

**MOOG CHROME+PLUS PISTON RINGS**  
are available now for passenger cars,  
trucks and tractors. See your Moog  
Jobber or write us for information.



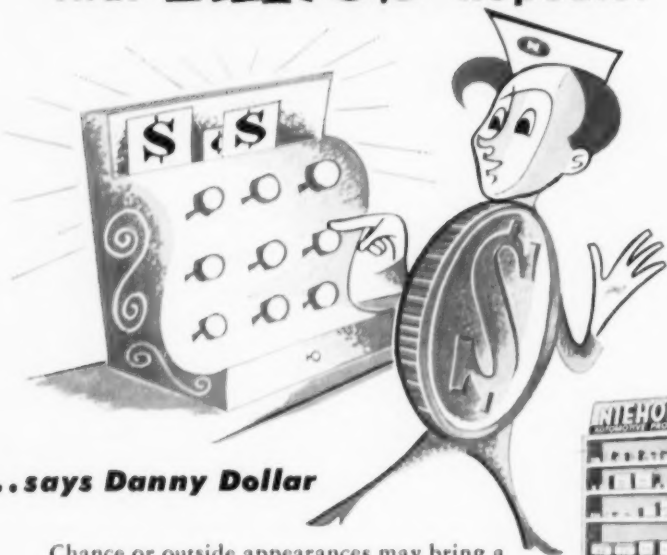
**MOOG INDUSTRIES, INC. • ST. LOUIS 14, MISSOURI**



H. B. Weathersbee, center, and J. K. McDonald, left, owners of Richmond Motor Sales in Augusta, Ga., receive the Chrysler Quality Used-Car Dealer Award from R. L. Hall, Chrysler regional used-car manager of Atlanta. This was the first award of its kind to be made in Chrysler's Atlanta region, consisting of Georgia, Florida and Alabama. The award is for the maintenance of above-standard used-car dealer operation in the field of service, display, advertising and selling. Russ Sheldon is the used-car manager of Richmond Motor Sales.

# QUALITY

that **RINGS** Repeats!



...says **Danny Dollar**

Chance or outside appearances may bring a customer in for the first time...but profitable repeat business is built on *quality* of parts and workmanship. It pays to guard your reputation with Niehoff Warranted Ignition Parts...precision engineered to assure performance that satisfies.

**C. E. NIEHOFF & CO.**

4925 W. LAWRENCE AVE. • CHICAGO, ILLINOIS

WAREHOUSES: NEW YORK 19, N.Y., 250 W. 54th Street, PHILADELPHIA, PA., 1631 Fairmont Ave. BOSTON 34, MASS., 254 Brighton Ave. BRANCHES: LOS ANGELES 15, CALIF., 1330 W. Olympic Blvd.

mark gasoline tax receipts for road and bridge improvements and construction. But if your state is one which lumps all receipts into a common fund and disburses for all needs from that pool, don't feel too badly until you consider what France's national assembly okayed a few days ago.

That body approved Premier Guy Mollet's scheme to boost old-age pensions with new taxes on big cars—most of them American-made—and other revenue.

Maybe *La Belle France* will be advertising:

"Buy a car and feed the poor."

## CORRECTING FRONT ENDS

*Plain Dealing, La.*

Dear Sir:

I read in "Shop Talk" in the July issue of the front-end trouble experienced by J. D. Orser of Brantley Motor Co., Nahunta, Ga.

While I have not experienced this much trouble with a 1953 Buick, I have with other cars, and in addition to the six suggestions you offered, I have had to give these jobs a negative caster setting.

Start by setting the caster about one degree negative of specifications and if that doesn't do the job, keep going negative with the caster until the shake stops. In some cases one may have to go as far as three degrees negative to correct the trouble.

I feel sure this will do the job if shocks are good and wheels are not out-of-round and are balanced both statically and dynamically on the hubs on which they are to run. Also watch out for loose rubber or other loose materials inside tubeless tires.

W. A. SPEARS,  
Spears Garage



# FREE ALUMINUM DECK CHAIR

with any 3-case  
assortment of these  
Du Pont No. '7' Products



For TV, sports, camping—chair is sturdily constructed of 3/4" Alcoa aluminum tubing—rustproof, lightweight—folds for easy storage. Has strong, gaily colored "Saran" webbing. A regular \$12.95 value!

**PLUS**  
**1 FREE** with 11 deal!



## NOW YOU CAN GUARANTEE PROTECTION AGAINST LOSS OF ANTI-FREEZE

Make more radiator-service profits with this sensational "guaranteed protection" plan that's tested and proved to pull in the customers. It insures more sales of both Du Pont Fast Flush and Cooling System Sealer. Your Du Pont wholesaler will give you everything you need to get going—description of plan, display banners, guarantee forms. Ask him now!



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

And in addition, you get an extra 10% discount when your order (either deal alone, or both deals combined) totals 6 cases! These popular, nationally advertised Du Pont No. '7' Products move fast at "winterizing" time, so it will pay you to stock up now, while the special, extra-profit deals are in effect. Order from your wholesaler right away!

## DU PONT No. '7' PRODUCTS

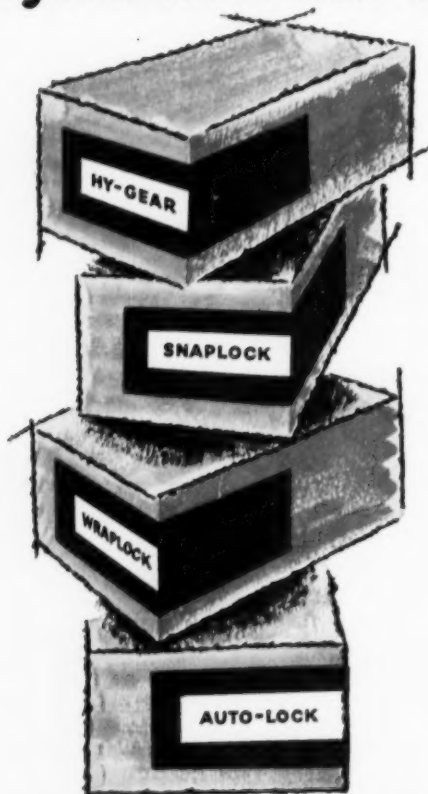
From Chemical Research... for Easier Car Care

Dear Bill,

I go along with you on the matter of holding on to all the lubrication work in the shop that you possibly can. I know that some operators feel that lube work clutters up the shop for a small return and are willing to hand it on to the neighborhood gas station. While the lube job has always been profitable for us, I suppose we could well afford to lose the space for a more profitable work if the profit from the lubrication and lubricants were all



## What'll you have in hose clamps?



**We have them all!**

The pacesetter in hose clamps since 1913



that was involved.

But it has been our experience that we can use every form of advertising to bring customers back for various service operations and never get the results we do from simply asking them for the work we find needed while lubricating the car, or reminding them that this other service is due at the time we write up the lube job.

It takes something more than just the "wanting" to get customers to come in for lube jobs. If we use give-away deals on the lube job, the customer gets the idea the job isn't worth much anyway, so doesn't come back. One year we sold a lot of lubrication cards we punched like a meal ticket, giving them the work for a bargain, and it was surprising how few ever finished out the complete card.

We had to arrange for the dispatcher to "red ball" lubrication tickets where the customer wanted to wait on the premises. The service file check on the car was rushed too, so reminders for other work could be attached, and if necessary a service salesman made under-car inspections while the lube man did the work. It's easy to forget that we are going after this lube work in order to make inspections and line up mechanical and appearance work for the future when the shop is loaded, but it has to be done.

So we have to show the customer we are giving him more than he'd get elsewhere, and we find he is more likely to believe this if a fair charge is made for the work. The inspections are as much for his safety and comfort as the laying in of a backlog of service work for us, so we find he is impressed by this extra checkup he gets during the lubrication.

When we maintain this type of customer tie up, he is a lot more

If it's worth a good serviceman's time...



...it's worth good automotive wire



## Belden PRIMARY WIRE

There is a long-life Belden Wire for every car, truck, bus or tractor requirement. Belden Kits and combinations make installation easy.



## Belden

WIREMAKER FOR INDUSTRY  
SINCE 1902  
CHICAGO

6-7

Battery Cables

Spark Plug Wires

Lighting Wires

likely to listen to our sales department when he is ready for a new car. In fact, a great many new cars are sold right off the lube rack as the owner finds this a good time to mention he may be on the market for a deal.

Having a wide-awake man on the lube lift is, of course, the key-stone of the setup, for he has to be a mechanic, inspector, salesman and diplomat all rolled into one. All he has to do is his own work—and then keep the service line busy while he's at it. This he does, be-

lieve me.

How some service managers figure that lube work is not for them—beats me.

Yrs,  
Ed.

## Servicing Fuel Pumps

(Continued from page 45)

- b. Loose rocker arm pivot pin.
- c. Loose pump mounting bolts.
- d. Defective pump to block gas-ket.

3.—Insufficient fuel delivery.

Possible causes:

- a. Vent in tank filler neck restricted. (This will also cause collapsed fuel tank.)
- b. Leaks in fuel line or fittings.
- c. Dirt or restriction in fuel tank.
- d. Worn, ruptured, or torn diaphragm.
- e. Frozen gas lines.
- f. Improperly seating valves.
- g. Vapor lock.
- h. Weak main spring.
- i. Incorrect fuel pump.

4.—Fuel pump noises. Possible causes:

- a. Loose mounting bolts.
- b. Scored or worn rocker arm.
- c. Weak or broken rocker arm spring.

## HYDRAULIC VALVE TREATMENT

For Top Engine Performance



### CORRECTS!

- Frees hydraulic valve lifters
- Permits valve lifters to operate quietly
- Dissolves engine sludge and varnish
- Increases power and gas mileage



### MAINTAINS!

- Keeps valves and lifters free
- Cools as it lubricates
- Protects engine parts
- Increases the life of your car

DO YOUR CUSTOMER A FAVOR! TELL HIM ABOUT THIS EASY Two-Step Treatment—He'll show his appreciation in repeat business!

Order from your jobber, or write to Dept. 168

**EMEROL MANUFACTURING CO., INC.**

242 WEST 69TH STREET, NEW YORK 23, N. Y.

## Paving the Road

(Continued from page 39)

grown into companies known today as Carolina Rim and Wheel, Charlotte, Carolina Rim and Wheel Co. of Raleigh, Inc., United Automotive Service, Winston-Salem, and Automotive Electric Associates, Inc., the latter accounting for 61 of the 120 employees. All eligible employees of these firms are in the program.

A statement issued by the company to the employees explained that it was designed to augment the "insufficient" retirement funds which they would receive at age 65 from the federal government's social security program.

"We won't say that this program will do everything necessary to help jobbers hold on to their best employees, but we will say that this can be a step in the right direction, depending on what their employees have in the way of an attitude toward their ultimate retirement," said President MacClements.

## Early '58 Completion Seen For NASCAR Speedway

IT is expected that the new \$3 million Daytona Beach (Fla.) Motor Speedway, a two-and-a-half-mile paved, banked, triangular course, will be ready for competition in February, 1958, according to NASCAR.

The circuit court has approved the issuance of revenue bonds to pay for the speedway and the Florida State Supreme Court must next approve the bond validation.

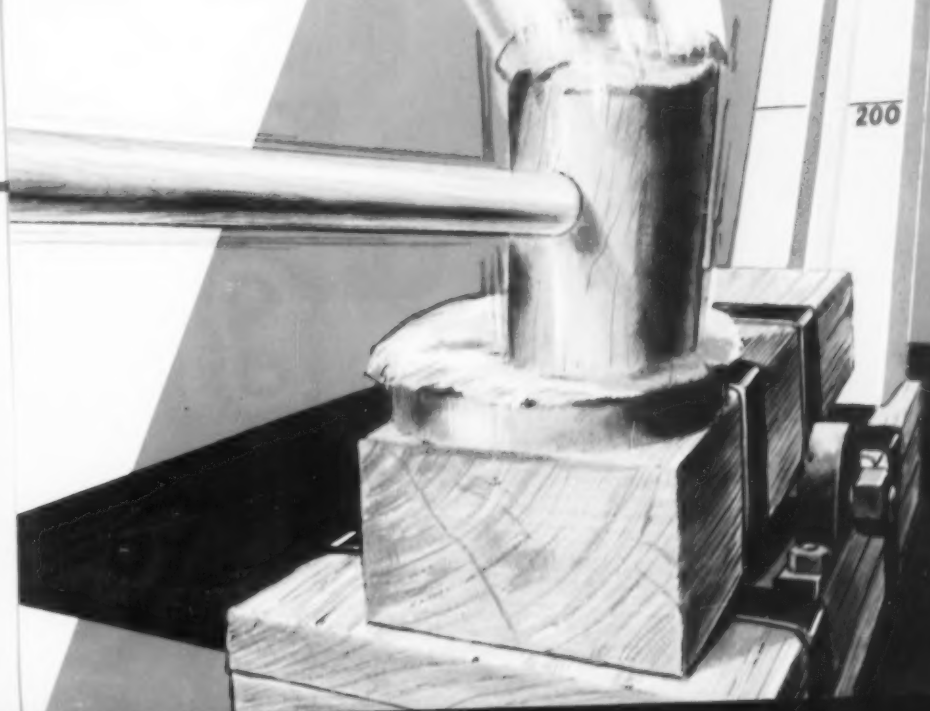
The eighth annual NASCAR International Safety and Speed Trials and Stock Car Races will be held at Daytona Beach next Feb. 3-17, President Bill France announced.



**IT TAKES**

**GUTS**

**in an oil  
ring...**



# TO CRACK THE OIL MILEAGE

...at open throttle high speeds and at

# AND GUTS IS WHAT THE



**POSITIVE LOW SPEED  
"HIGH VACUUM" OIL CONTROL**

**Positive Low Speed "High Vacuum" Oil Control.** Low speed oil creep around the side of the ring is prevented by using an accurately machined separator which supports the cylinder contacting rails throughout their depth and circumference and prevents rocking. This provides uniformly close clearance between the groove wall and the rail without reducing the free action of the ring in the groove.



**POSITIVE OIL CONTROL  
AT HIGH SPEEDS**

**Positive Oil Control at High Speeds.** High speed "flutter" or "surfboarding" is controlled by special flexible reverse loop expander which provides a more uniform high unit pressure on the two cylinder contacting rails. The rails are chrome armored but are prelapped and heat shaped for rapid break in.

**No Gouging or Scuffing of Cylinder Wall.** The spacer will not gouge or scuff the cylinder wall because it is made of electric furnace iron. It is another oil ring in itself with built-in tension and two additional scraping edges. With the two chrome armored rails and the two oil scraping edges on the spacer, the 400 oil ring is really two rings in one.



**"LIGHT HOUSE" INSPECTION  
OF FINISHED RAILS**

**Heat Shaped Cylinder Contacting Rails.** Cam shaping by heat treatment produces the same "light tight" fit in cylinders that exists in piston rings that are individually cast to a cam shape. This cam shaping, exclusive with McQuay-Norris, is very important where the bearing edges are chrome armored. When these chrome surfaces are prelapped, it produces positive contact with the cylinder throughout its circumference and assures efficient trouble free ring and cylinder life.

**LARGEST PRODUCER OF SMALL  
RINGS IN THE AUTOMOTIVE INDUSTRY**

*IT'S IN THE*



**GUARAN**

**McQUAY**

**BETTER**

**AGE BARRIER**

*at high vacuum low throttle speeds*

**"400" OIL RING HAS**



**ANTEED . . . to out-perform any other ring set  
in the hard to hold jobs regardless  
of kind, design or price!**

**AY-NORRIS MANUFACTURING CO.**

**ST. LOUIS • TORONTO**

**ETER KNOWN FOR BETTER PISTON RINGS SINCE 1910**

# COMPARISON PROVES IN A PISTON RING, TOO

	Made of Electalloy Finest Electric Furnace Process	Alitized Quick- Seating Top Fire Ring — Resists Corrosion and Wear	Cam Shaped Chrome Armored Steel Rails — Made to Fit Cylinders Perfectly	Reverse Loop Expander — Uniform Pressure on Entire Circumference of Ring	Top Chrome Rings Available
<b>LEAK-PROOF</b>	YES	YES	YES	YES	YES
RING "A"	NO	NO	NO	NO	YES
RING "B"	NO	NO	NO	YES	YES
RING "C"	NO	NO	NO	NO	YES
RING "D"	NO	NO	NO	NO	YES



*Balanced for positive control*

*For less blow-by*

*For quicker seating*

*For quicker profits*



**LEAK-PROOF**  
PISTON RINGS

*mean customer satisfaction*



Ford was the official car for the National Junior Chamber of Commerce convention recently which featured a 2½-hour parade in downtown Kansas City, Mo. Heading the parade of 30 floats, 25 marching bands, horsemen and costumed Jaycees were 25 white Ford Sunliner convertibles, two Lincolns and a Mercury. Greater Kansas City Ford, Lincoln and Mercury dealers provided the official cars for the four-day convention, attended by some 9,000 Jaycees.



## Doraville, Ga., to Get GM Parts Warehouse

GROUND will be broken around mid-September for a 280,000-square-foot major General Motors parts warehouse to be located at the northern edge of the present B-O-P assembly plant at Doraville, Ga., near Atlanta, it has been announced by Chevrolet Motor Division.

The plans call for erection of a one-story building of steel frame with brick and aluminum siding on Peachtree Industrial Boulevard. The site is presently owned by the B-O-P Division.

Steel erection is expected to begin in December with the building ready for occupancy one year later.

A new warehouse, announced last October, is located at the Chevrolet assembly plant in Atlanta and serves Chevrolet dealers in North and South Carolina, Georgia, Florida, Alabama, Tennessee, and parts of Louisiana and Mississippi.

## Five Manufacturers Added To IGOA Membership

THE Independent Garage Owners of America has announced the addition of five manufacturers as allied members during the month of June.

Added were Walker Manufacturing Co., Racine, Wis.; White Machine Works, Eau Claire, Wis.; Barrett Equipment Co., St. Louis, Mo.; Purolator Products, Inc., Rahway, N. J., and Raybestos Division of Raybestos Manhattan, Inc., Bridgeport, Conn.

## Missourians to Meet May 6-7

The 18th convention of the Missouri Automobile Dealers Association will be held in St. Louis, May 6-7, 1957, at the Chase Hotel.

**bright future**

**for automotive dealers**

Here's the "come on" line of Cap Screws and Finished Hex Nuts that means new profits for automotive dealers and repair shops.

The famous "original equipment" Lamson 1035 High Tensile Heat Treated Cap Screws have a brand new zinc and chromate plated finish. It is rust resistant and combines strength

with attractive appearance. Packed in an aluminum foil box, the "Silver Line" comes in fine or coarse thread in sizes from ¼" x ½" through ½" x 2" — 68 items in all including fine and coarse thread nuts to match. Simply specify "Silver Line" on your orders or write for a net price schedule today.

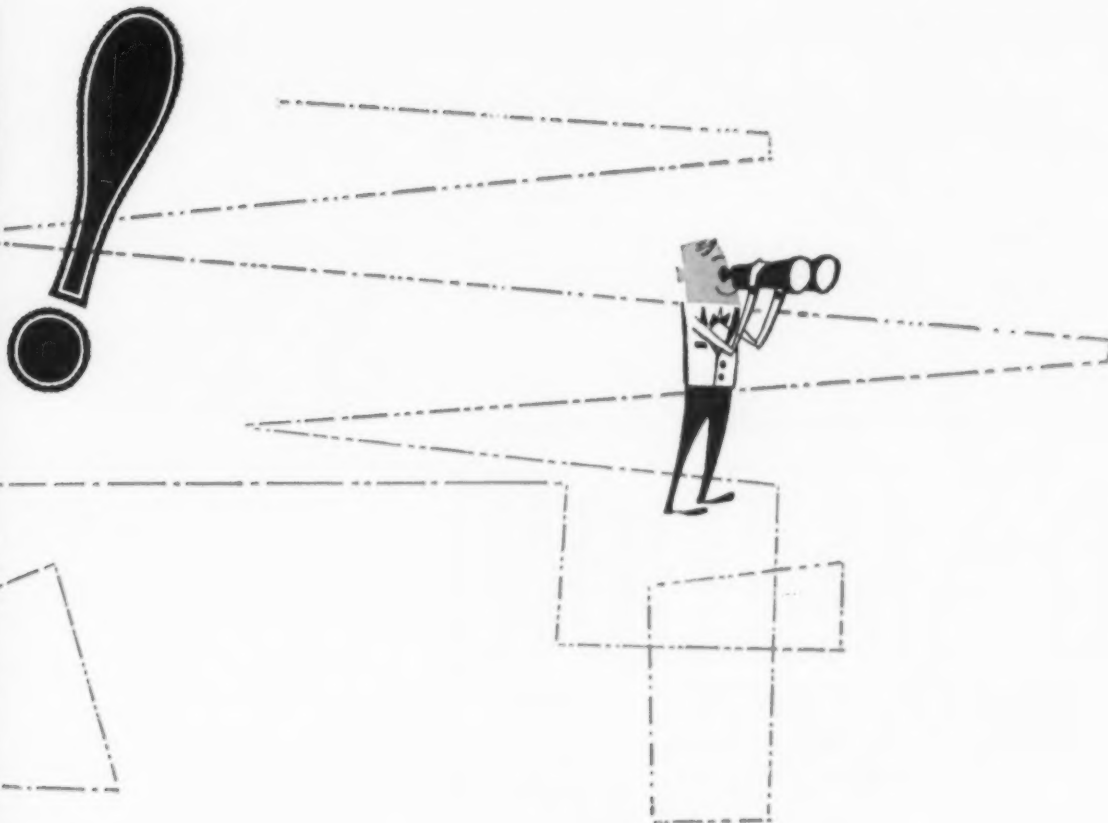
**The LAMSON & SESSIONS Co.**  
 1971 West 85th Street • Cleveland, Ohio  
 Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

*Lamson & Sessions*

CAP SCREWS    MILLED STUDS    WHEEL BOLTS    SEMI-FINISHED NUTS    TAPPING SCREWS

# at last





## A BATTERY LINE WITH EVERYTHING— THAT'S DELCO DRY CHARGE

- \* Can be stored indefinitely
- \* Has new, longer warranties

That's right, Delco Dry Charge has everything a battery line should have. The batteries stay bone dry until the minute you sell 'em. Then you add electrolyte—and, man, they're alive, fresh and rarin' to go!

Electrolyte? Delco has the answer to that one. Just zip off the top of the disposable container, pour in the fluid, and you're all set. No booster charge necessary.

Delco Dry Charge Batteries are backed by new, longer warranties, the result of years of testing and research. The kind of warranties that make battery sales come easier.

Best of all—you can't lose a sale because you haven't the right size on hand. Delco has 'em all! Six and twelve volts. And you can store odd sizes for long periods, and know they'll always be factory-fresh.

That's Delco Dry Charge. And isn't that everything you want in the battery line you handle?



LISTEN TO THE LOWELL THOMAS NEWSCAST ON CBS RADIO NETWORK—See local listings for time and station

GENERAL MOTORS LEADS THE WAY—  
STARTING WITH DELCO BATTERIES

## Servicing "Big Boys" Pays

(Continued from page 30)

the points already mentioned, sell the advantages of the \$80,000 inventory of truck parts, the special machine shop and the careful "testing" of all work. The mail is followed up by personal phone calls, and is paying off steadily.

Manager Hershey Glantz attributes much of the shop efficiency to the system of having one specially-trained expert mechanic on each shift to test thoroughly every

vehicle that comes in before it even goes into the regular stall. He diagnoses the trouble complained of and also tests the whole truck for hidden faults, using instruments to check. Thus he turns the car over to the mechanic with a positive work order and no waste time or guesswork for the latter.

This not only saves a lot of time on every job, but turns up additional work, for he immediately notifies the service salesman of the extra jobs requiring authorization. The expert test, plus another fi-

nal check by the same man after the job is complete, keeps come-backs away. The "tester" also makes a note of broken windows, cracked mirrors, body damage and accessory needs, which are reported and usually sold.

In case additional needed work is not authorized by phone, these faults are written on the work sheet in a large box marked "For Owner's Attention!" The customer's copy is followed up by service writers and 90% of these recommendations bear fruit. Luby's claims that regular inspections of this sort can save 25% of repair cost over a period of time.

### Introductory Offer Is Made

In selling preventive maintenance an introductory offer is made of two complete check-ups over a period of one to three months for \$5 each. Special U.S. Air Force-type maintenance forms, adapted to truck needs, are used and list a total of 58 specific check points for form A and 70 for form B. If a small owner hesitates to buy this service, the tester picks out a few of the worst faults of the truck and marks them on the special form and the work sheet, and delivers both with the job. When the owner sees that some of the 70-odd points already apply to his vehicle, he begins to figure the \$10 service to protect him fully and up to six months is a bargain.

Big fleets, on the other hand, are already "sold" on regular inspections, and the problems here is to get them to come in for checks and lube once a month regardless of mileage. Detailed reports are sent to owners after each check, and some of the big companies send five to ten units in each week in order to inspect the whole fleet monthly. In some cases the same mechanics work on each fleet every time and take pride in "their" trucks' performance, which builds additional good-will.

No special rates are given on fleet jobs, but a 25% discount on parts is allowed when the whole fleet is serviced regularly by Luby's. It also services the firms' salesmen's cars and the night work is popular on these jobs to keep the units on the road without paying overtime.

The truck division keeps a file on all fleets served, with a separate folder for each truck by number — including dates of all work and names of mechanics.

When any mechanical trouble, or any complaint, comes up, the service writer checks the record.

MORE THAN

# 10 MILLION

TIRE GAUGES have been made by

# ACME

#301 Valve Cap



No. 509,  
8 to 40 lbs.  
in 1 lb.  
calibrations  
with new,  
easy reading  
square nylon bar

#151 Short Core



#250 Tubeless Valve





Billions of tires have been gauged with the over 10 million Tire Pressure Gauges manufactured and sold by Acme. Acme Tire Gauges are unsurpassed for accuracy, readability, dependability and durability.



**ACME**  
for Accuracy

**ACME AIR APPLIANCE CO., INC.**  
100-120 Hinsdale St., Brooklyn 7, N. Y.



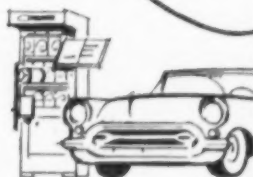


*Dries rapidly to the touch\**

\* Arco Synthetic Enamel, of course. Can't be beat for speedy drying at any stage... out of dust, tack free, or final hardness. Has that bake-job look, too. Call your Arco jobber today!

**THE ARCO COMPANY**

7301 Bessemer Ave. • Cleveland 27, Ohio  
3325 South Garfield Ave. • Los Angeles 22, Calif.



If the motor "isn't running right," and the record shows no work on it for some time, the salesman can advise a complete tune-up without the risk of having the owner say, "We just had one not too long ago!" On the other hand, if a partial job was done on the motor, it is in line to suggest a complete job.

The tester checks these points also; but in any case the shop is selling from a background of solid information without having to make inquiries or uncertain sug-

gestions that may impair customer confidence. In many cases they are able to build up confidence by showing the owner specific work recommendations on previous order sheets which were ignored, leading to the current trouble.

The exact receiving and delivery time of each truck is stamped on the work order by a time clock. This protects the shop from charges of taking too much time, if the fleet driver "lingers" on the way, coming or going. In any event a detailed service record, like a posi-

tive instrument test, prevents comebacks or pinpoints responsibility of the owner or shop.

Regular shop training meetings are held monthly to cover all new techniques and foreseeable danger points. Mechanics who pass with a top grade get a 35% boost in pay. Service Manager Dan Donovan and others pass on tips about things like new 12-volt systems.

The plant has a total personnel of 55, with 22 to 26 mechanics. The shop is open 20 hours a day, six days a week. The previous 24-hour, seven-day schedule was abandoned because it was impossible to get top-grade mechanics to work the undesirable shifts. The shop "runs" from 6 a.m. to 2 a.m. two men come on at 6 a.m., one at 7:30, two more at 8 and one or so additional every hour or two, each quitting when his eight hours is up. The parts-department work hours are staggered in the same way, with only two men needed after 9 p.m.

#### Control System Terminated

The control tower system was given up some time ago. Work is scheduled by the service writers according to the work load and the time each job is needed. A delivery sheet is posted with detailed delivery times so mechanics know which are the rush jobs without asking. One of the main problems of the night shifts is that of getting authorizations for extra work that shows up under tests. Most commercial owners leave night phone numbers. If they can't be reached, the shop does the small additional jobs and skips the big ones until okayed — even at the risk of criticism.

In truck specialization Glantz says that a good parts manager is a necessity — one who really knows trucks from bumper to tailgate, and how to keep the stock up and get orphan parts quickly.

In the past year, as an economy measure to boost net profits, the manager has centered all special purchasing except parts in his office. The savings through comparing prices and eliminating waste and duplication have been impressive. They have also eliminated some unproductive personnel—two service writers out of seven, and the "testers" write up work orders when necessary, thus doubling up. One night man was also cut from the parts department.

The managers feel that since a separate truck division first of all increases service volume, especial-



# leading ...the field

AND IT'S EASY TO SEE WHY.  
THREE BASIC ENGINEERING PRINCIPLES PUT THE NEW COATS TIREMAN (MODEL D-D) IN A CLASS BY ITSELF!

**COATS  
TIREMAN**  
D-D (DOUBLE-DUTY) MODEL

**\$11950**  
JUST FREIGHT PAID

SPECIALISTS IN TUBELESS TIRE SERVICE & REPAIR EQUIPMENT

1 Wide, steel arcs permit increased pressure over a wide area to loosen beads quickly, gently and safely. A must for tubeless tires, best for conventional tires.

2 Polished rollers and firm lever action roll beads off rim without damage. Whitewalls remain white.

3 Mounting is also done with approved roller action. Any chance of damaging beads is eliminated.

WILL HANDLE ALL SIZES AND TYPES OF CAR AND LIGHT TRUCK RIMS, INCLUDING NEW 14-INCH WHEELS.



**THE TIREMAN JUNIOR**

Economical, rugged and fast, this new Tireman Junior will handle all the work done by costlier machines. Write for Detailed Information.



1 LOOSENING BEADS



2 REMOVING TIRE



3 MOUNTING TOP BEAD

## JACK P. HENNESSY COMPANY, INC.

Manufactured by COATS COMPANY  
FORT DODGE, IOWA  
PIONEERS IN  
TUBELESS TIRE SERVICE EQUIPMENT

GENERAL OFFICES: 12 DEPOT SQUARE, ENGLEWOOD, N. J.

WESTERN DIVISION OFFICES  
3453 Cahuenga Boulevard  
Los Angeles 28, California  
MID-WEST OFFICES — Chicago, Ill.  
244 E. Pearson St.

## Phony Fables about Oil Seals



### Fable No. 4

#### Old oil seals never die!

**False!** Seals wear out, just like other parts. At a certain wear point, the seal just ceases to seal—and you have real trouble! You can't tell—even laboratory equipment has difficulty determining when a seal has passed this "point of no return".

Best bet is to follow the recommendation of car manufacturers, bearing and brake lining firms, oil companies and leading mechanics—install new seals every time old seals are removed. To be doubly sure, install perfect-fit Nationals—the familiar seal in the bright red box. National is America's largest selling replacement seal—made by a leader in original equipment oil seals.

**Call your jobber this week about a National Oil Seal service stock.**

3784



Support this  
industry-wide  
program



**NATIONAL MOTOR BEARING CO., INC.**

GENERAL OFFICES: Redwood City, California

PLANTS: Redwood City, California and Van Wert, Ohio



Small National stock for lube stations.  
Over 50 front wheel seals.



Large National stock. Over 100  
front and rear wheel seals.

**NATIONAL**  
OIL & GREASE SEALS  
O-RINGS SHIMS

Approved original equipment for all cars, trucks,  
buses and tractors.

ly on fleets, it helps raise the percentage of service absorption of a dealer's overhead expense. This they regard as a pretty healthy situation in today's markets, freeing their hands to offer favorable trades on new trucks. Moreover, a vigorous truck business is considered a stabilizing factor for a dealership in any sort of car market or economic cycle, for business firms must continue to deliver their goods under all conditions.

Look again at the "big boys." They're big money!

## Body Shop Promotion

(Continued from page 38)

with the owner of the wreck for us to do the work," said Lester, "we don't fight for it. Even if the adjuster tries to sell the owner on our work, if the owner shows he'd rather a dealer, say, do the job, we go along with him, the reason being we couldn't satisfy the average. There would be too many unjustifiable comebacks to contend with. So, taking a long-range view, we are better off without those."

If Scott's is more proud of any one branch of its service, it's the paint jobs, which brings us up to the third means of building and holding customers.

"We absolutely refuse to turn out second-rate paint jobs in order to be competitive," said Lester. "Every paint job we turn out is a testimonial. We court favorable testimonials."

Scott's does an appreciable amount of paint jobs for new- and used-car dealers. These jobs run the dealer between \$55 and \$60. Scott's cannot see how it could possibly turn out acceptable paint jobs for less, because:

Paint cost .....	\$15.00
Labor .....	22.50
Misc. (masking tape and solution for washing down) .....	4.00

41.50

"This only allows us a gross profit of \$13 per job," said Lester. "Of course, we could shade the labor cost, but the skimping would be noticeable. It's the extent of labor—which amounts to catching all details—that makes a paint job acceptable in the customer's eyes."

According to the Scotts', dealers are just as particular about their paint jobs as the retail customer getting his own buggy furbished.

"The car has been repainted to give it sales appeal," Lester explained, "so it is actually painted for the owner who at the time is unknown."

"These same paint jobs at retail run from \$65 to \$70. We merely split the difference with our wholesale accounts."

## Mississippi Dealer Named Junior Jaycee Veep

JOHN D. Holland, 34-year-old owner of Holland-Harris Motor Co., Vicksburg, Miss., has been elected national vice-president of the U. S. Junior Chamber.

Holland, president of the Vicksburg Automobile Dealers Association, was the first candidate ever nominated for a national office from the Vicksburg Junior Chamber of Commerce.

## Jacksonville Floridians Elect

The Jacksonville (Fla.) Independent Automobile Dealers Association has elected Theo E. Carter president; E. F. Murray, vice-president, and Harris Faulk, secretary-treasurer.

CHEERS

for

**Coleen Gray**

starring in

**"THE KILLING"**

released thru United Artists

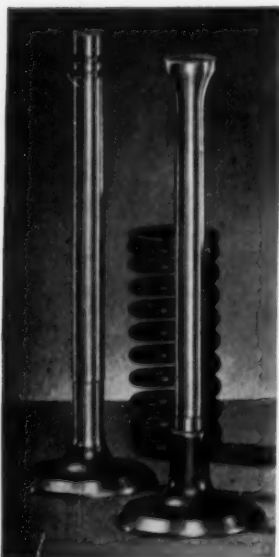


and for the  
sensational performance of

**Manley**  
valve parts

Airchrome VALVES, SPRINGS, GUIDES—and TIMING CHAINS

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Lawrence M. Hirsig Co., Jacksonville; J. S. Connell Co., Dallas.







Don't drop the ball when selling brake linings and blocks. You'll make no errors if you give the public one fact that tells the whole story: BENDIX-ECLIPSE is on more new vehicles than any other make.

MARSHALL-ECLIPSE DIVISION OF



TROY, NEW YORK



## Mechanic Shortage

(Continued from page 33)

are climbing and they should attract more young men in the future, but they must have the opportunity to learn.

"Perhaps more trade schools is the answer."

Said Paul Pringle, Packard dealer at Clarksburg, W. Va.:

"There is very little which can be done, primarily because industry pays young men to start wages comparable to top mechanics'.

"There have not been any trainees in the last five years for the reason stated above. Nineteen-year-old boys are going to work in National Carbon, Carnation Milk and glass plants for \$1.75 to \$1.95 an hour. Why would they want to learn the automobile mechanical trade when journeymen wages in this business are approximately the same and in some instances less?

"Most of the mechanics of young enough age have left the shops to go to the abovementioned places. This situation is generally accepted



Studebaker's engineers designed the new method of attaching seat belts for driver convenience while providing reportedly the same safety factor as with the conventional belt attachment to the floor. Belts are not shoved down behind the seat belt and do not trail on the car floor, since the storage clip is handy to driver and passengers getting in or out. Engineers say this convenience factor has helped maintain a high degree of continued use of belts after they are installed by Studebaker owners.



Hose Clamp has a patented mechanism that makes mechanics say, "Why didn't I think of that?"

Now it's so easy and quick to attach. Just draw the precision worm gear housing to the desired position on the band as you would tighten your belt through the clasp. Then a couple of turns with a screwdriver and it's tight and on to stay. No amount of vibration can make it open. To remove, loosen the screw a few turns, push the button, lift screwdriver head and it's off.

Aero-Seal JETs will not pinch or damage hose. Pressure is evenly distributed all around. Stainless steel bands resist corrosion. Forget discounts and remember it's turnover that makes profits. Aero-Seals sell.



BREEZE CORPORATIONS, INC.,

700 Liberty Avenue, Union, New Jersey

as okay, but it is a long ways from being, as most of us old timers are closing up shop or letting someone buy the trouble.

"I have been here in this business approximately 30 years and the present situation is the worst I have known in those years, with a new round of wage raises to start with the steel rise. The situation is going to become more critical.

"There are fewer places you can get your car really serviced today than 15 years ago, so the picture does not warrant new blood or even to keep the old."

G. C. Horn has been "working more myself and using helpers" at his garage in Millboro, Va., he reported.

A Kansas Chevrolet dealer was typical of a segment who admitted the shortage but also confessed they were doing nothing about it.

"There is no scarcity of old-style mechanics" at Memphis, said L. H. Morris of Busy Auto Shop. "The GM Hydra-Matic school here is turning out trained men as fast as needed."

One spot with no critical shortage was Waverly, Kan., where Ford Dealer J. E. Williams said, "We don't have a turnover in mechanics as we pay wages enough to keep them and most of them have been here 14 years or longer." His labor charge is \$2.75, but he

# Genuine Ford Parts Packages

*let Ford owners know that you've got the*

## Genuine Article!



Genuine Ford  
Condensers



Genuine Ford  
Distributor Points



Genuine Ford  
Spark Plugs



Genuine Ford  
Oil Filters



Genuine Ford  
Distributor Rotors



Genuine Ford  
Starter Brushes



Genuine Ford  
Generator Brushes

New "picture-window" packages for Genuine Ford Parts show Ford owners that you're set up for their special needs!

You've got silent salesmen on the job when you display Ford's attractive parts packages with their new "windows." They serve to remind Ford owners that you specialize in Fords. They build confidence in you. And when Ford owners need a service job done, this confidence will build your business! So why not put these counter salesmen to work for you right away?



### GET THIS SIGN

Display a Genuine Ford Parts oval and pull in more Ford business. Ford owners watch for it. Mail coupon for details.



**PARTS AND SERVICE SALES PROMOTION DEPT.**  
Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME \_\_\_\_\_

INDIVIDUAL'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

plans to raise this later this year.

C. E. Day of Lewis-Day Motors, Inc. (Chevrolet-Buick), McComb, Miss., where a "moderate scarcity" was reported, said his firm planned to train a couple of men each year.

A twist different from other reports came from Harry L. Romack of Strasburg Garage, Strasburg, Va.:

"I am doing what I can with the help of my son and let the rest go. Right now there is a scarcity of customers with cash."

Frank Ward, Sr., of Frank Ward

Auto Service, Little Rock, Ark., said that in his "moderate scarcity" area "for several years I trained my mechanics, then when they were fairly good, unless I increased their salary to what they thought they were worth, they left."

To meet the "moderate scarcity" at Marlow, Okla., Chevrolet Dealer Jim Turpen reported he had been improving working conditions. He said he kept plenty of work on hand for the men and "require mechanics to do quality work and

charge accordingly." His charge is \$3.50, having raised to this level earlier this year.

Hudson Dealer Charles Norris of Ponca City, Okla., has been "trying to keep all my good mechanics any way possible." His labor charge is \$4. He said:

"I don't know what we are going to do for mechanics a few years from now. They can go to work about anywhere and make as much or more than they can working on cars and trucks and don't have all the headaches that go with the mechanics' job. We pay top wages, as all our dealers do in Ponca City.

"A man is foolish to be a mechanic, I think. There are too many new things coming on the market that take lots of schooling and if you don't work on some of these things every few days, you can't even get them done on flat rate, which makes the mechanic mad and he doesn't care if he works on it or not.

"The whole thing is a headache!"

M. M. Miller of Red Miller Auto Service, Victoria, Texas, reported a "moderate scarcity" in his locality and commented:

"Lack of any training schools closer than 125 miles of Victoria hampers the average man in improving his knowledge and not too many dealers or garage operators care to spend the money to train these men.

"Usually after training they quit and move to better jobs."

Edgar McMullen of McMullen Bros. Garage, Perryville, Md., reported a "moderate scarcity" and said:

"Not much we can do about it. The U. S. Armed Forces have taken almost all available material for mechanic training."

## Chevrolet Just Misses January-June Record

CHEVROLET sold at retail more than a million cars and trucks for the first six months of the year, closing with a near-record June total, W. E. Fish, general sales manager, announced.

Retail deliveries amounted to 350,566 cars and 165,234 trucks, a total of 1,015,800 vehicles, Fish said. This was the second highest January-June period in company history. It was only about 1½% under the record-breaking first six months of 1955.

June sales this year were the second largest for that month and the fourth highest in history.



**Kool Kooshions**  
sell fast to  
**Keep seats COOL!**

**Kool Kooshions** really sell during hot summer days! And only genuine Kool Kooshions have the exclusive "slant coil" construction that gives wonderful softness and perfect ventilation for both seat and back. Vinyl coated fabric resists wear, scuffing and mildew—wipes clean quickly, easily.

Kool Kooshion's handsome tailoring and crisp, smart colors compliment newest, finest car interiors—brighten up older cars.

Kool Kooshions sell faster because they look better, sit better, last longer.

are your Kool Kooshion sales makers "out front"... winning quick impulse sales?

**Kool Kooshion**

another quality  
**HECO**  
product

1732-1742 N. W. Fifth Street  
Oklahoma City 4, Oklahoma



**THIS  
BOX  
IS  
YOUR  
GUARANTEE**

## of the right automotive bearing and the right bearing service

Roller bearings look alike, and it's practically impossible to tell the good from the "not-so-good" until after they're put into a job.

You can always be sure of the right roller bearings for automotive replacement by insisting on the bearings in these boxes

Get the Bower roller bearings you need when you need them from your Federal-Mogul Service jobber. He can give you "on-the-spot" service—he knows automotive problems and can help you when you need help.



### FEDERAL-MOGUL SERVICE

**Federal-Mogul Service**

(Division of Federal-Mogul-Bower Bearings, Inc.)  
DETROIT 15, MICHIGAN

## Body Shop: Chevy Wagon

(Continued from page 50)

screws and hinges.

8.—To install, reverse removal procedure. When installing end of torque rod in hinge, be sure to engage hinge link "A", Fig. 6, to torque rod as shown. Lubricate areas indicated by arrows with Lubriplate.

Lift gate window—Nomad:

Removal:

1.—Remove lift gate from hinges and place on covered bench.

2.—Remove lift gate inner lower frame finishing covers and lift gate lower corner weatherstrips.

3.—Remove screws securing frame assembly together, then disassemble side inner frames and lower inner frame from outer.

4.—With palm of hand, carefully push edge of glass along bottom and sides of outer frame to disengage rubber channel from frame, then pull glass with rubber channel downward to disengage glass from upper portion of outer frame.

Installation:

1.—Clean off sealer from around lift gate outer frame and window rubber channel.

2.—Assemble rubber channel to glass, then assemble strong cord along outer lip of rubber channel, as indicated at "1" in Fig. 7, completely around perimeter of glass. Tie and tape ends of cord to bottom center of glass.

3.—Apply approved weatherstrip cement between rubber channel and glass, as indicated at "2" in Fig. 7, around perimeter of glass.

4.—Apply medium-bodied sealer to lift gate outer frame completely around perimeter of opening as indicated at "3" in Fig. 7.

5.—Position glass and channel assembly to lift gate outer frame by sliding top of assembly into top of frame, then pull string to seat outer lip of rubber channel on top of outer frame around perimeter of opening.

6.—Assemble right and left inner frames to outer frame, making sure that inner lip of rubber channel is seated on top of frame. Install and tighten attaching screws.

7.—Assemble lower inner frame to lift gate outer and side frames, making sure that inner lip of rubber channel is seated on top of frame. Install and tighten screws.

8.—Install lift gate lower corner weatherstrip with two attaching screws, then reinstall finishing covers.

9.—Clean off excess cement and sealer and install lift gate to body.

Lift gate weatherstrips—Nomad (see Fig. 8):

The lift gate weatherstrips consist of a short section of weatherstrip at each lower corner of the lift gate and of a cemented-on-type weatherstrip which is installed to the body rabbet along the sides and top of the lift gate as indicated by "1" in Fig. "A" of Fig. 8. In addition, a weatherstrip is cemented along the top of the lift gate as indicated at "2" in Fig. "A".

Removal and installation:

1.—To remove lift gate lower corner weatherstrips, remove finishing covers and two weatherstrip attaching screws.

2.—To remove weatherstrip from body or top of lift gate, use suitable tool and carefully break cement bond along weatherstrip.

3.—To install weatherstrip to body or lift gate, clean off old weatherstrip cement, then apply approved weatherstrip cement, following manufacturer's directions, to surface indicated at "1" in section "B-B" of Fig. 8.

5" x 12" mirror with twist-type end brackets for natural setting and easy adjustment. Extra long housing. Unit folds flush against side of truck. No. 8914CL.



5" x 9" mirror with locking swivel ball on standard heavy-duty housing. Special "L" brackets let assembly fold flush against side of truck. No. 6903MTA.



5" x 12" mirror with riveted right-angle end brackets, mounted on standard heavy-duty housing. Adapting brackets available to fit any truck. No. 8912MP.

A new line of  
**HEAVY-DUTY  
PICK-UP TRUCK  
MIRROR  
ASSEMBLIES**

Miro-Flex now offers a complete line of heavy-duty pick-up mirrors. They utilize the quality that has made Miro-Flex so popular with users everywhere, and are priced for volume sales. Mirrors are designed for a minimum of adjustment, still allowing you to get "just the right" setting. Housings are adjustable, both top and bottom. Write for complete literature and prices.

THE **MIRO-FLEX** CO., INC.

1824 EAST SECOND  
WICHITA, KANSAS

**Safety starts  
with brakes that  
STOP!**



**GIVE YOUR  
CUSTOMERS**

**the best possible brake  
with Thermoid Hydraulic  
Brake Parts and Fluid.**



**Friction Materials**



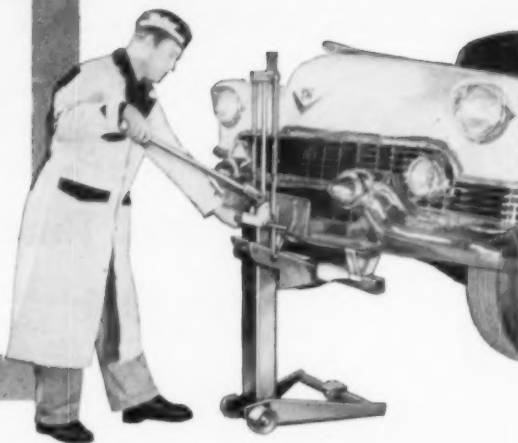
**Rubber Products**

**Thermoid**

**Thermoid Company • Trenton, New Jersey**

# New WALKER "Handy Boy"

No. 99



EASIER...  
TO POSITION

EASIER...  
TO RAISE

EASIER...  
TO LOWER

...AND

**FAST!**

## THE EASIEST-TO-USE HYDRAULIC BUMPER LIFT you ever owned!

Here is a truly great hydraulic one-end bumper lift—Walker engineered to meet in detail the new lifting requirements of modern automobiles.

It's the easiest-to-use jack you can own. You'll like its convenient "Top-Column" controls and its unusual "Tri-cycle" maneuverability. You'll like its new Walker designed hydraulic power unit and its fast, low effort operation. You'll like its safety features and its permanently attached "swing-away" handle.

On the driveway or on the service floor . . . for tire changing . . . wheel rotation . . . chains . . . brake or shock absorber service . . . front end assemblies . . . light body work . . . or wherever it is necessary to release springs or have both wheels free and accessible—choose the new Walker No. 99.

"Handy Boy" provides the convenient, fast, safe, unhampered hydraulic lifting power you have been hoping for.

WALKER MANUFACTURING CO. OF WISCONSIN  
RACINE, WISCONSIN

Jacks • Exhaust Silencers • Oil Filters

Only  
**97<sup>15</sup>**  
U. S. DEALER NET



# WALKER



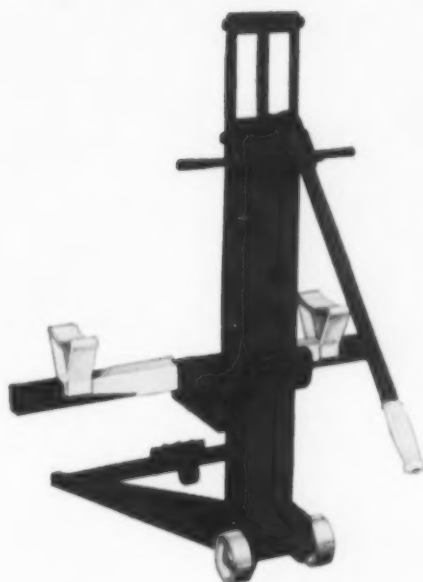
## NO OTHER HYDRAULIC BUMPER LIFT HAS ALL THESE OUTSTANDING FEATURES

**NEW SPECIALLY DESIGNED WALKER POWER UNIT . . .** Not an adaptation but an entirely new Walker precision engineered hydraulic power unit designed specially for the lifting job to be done. Fully enclosed and protected. Easily serviced.

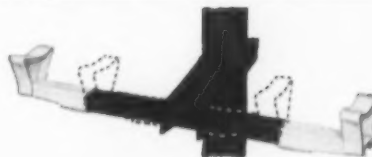
**RUGGED "STEEL COLUMN" STRENGTH . . .** The load is safely supported on an unusually strong steel column with a welded steel triangular base to provide stability and safety.

**"COUNTER-ACTING" ROLLER ACTION . . .** The load moves up and down the steel column on broad "Counter-Acting" rollers operating on the front and back of the column. Rollers are mounted on hardened pins and "guide-flanged" to the corners of the column to assure low effort and long-lived, smooth operation.

**TWIN "SYNCHRO-LOCK" SAFETY . . .** Twin safety dogs automatically engage in both connecting links at three positions to protect the load and the operator against accidental lowering.



**"ALL-CAR" ADJUSTABLE LIFTING SADDLES . . .** Welded pressed steel saddles are adjustable from 23 $\frac{3}{4}$ " to 43 $\frac{1}{4}$ " to provide firm lifting points for any design of bumper. Clears all guards, hitches and tail pipes. 9 $\frac{1}{4}$ " clearance from front of column to center of saddle prevents damage to bumpers.



**"FINGER TIP" CONTROL . . .** Single control conveniently located on top of column disengages safety mechanism and releases hydraulic pressure for lowering.

**PERMANENTLY ATTACHED "SWING-AWAY" HANDLE . . .** The "Handy Boy's" handle is always ready to use—but never in the way. When not in use it swings down—out of the operating zone and may be locked in its "swing-away" position. Fitted with a comfortable plastic grip—the handle cannot get lost or laid aside.



**"V-BAR" SUPPORT PLATFORM WITH "TRI-CYCLE" MANEUVERABILITY . . .** The unique V-Bar base design provides an unusual combination of stability and maneuverability. Three wheels carry the "Handy Boy." The forward wheel is a swivel type caster spring loaded so the jack rolls freely in any direction. The two rear wheels are malleable iron. Under load the forward wheel deflects to allow the full "V-BAR" base to contact the ground or pavement. The forward cross member prevents the "toe" of the base from "digging in" when used on dirt, gravel or soft pavements.



# LEADS IN JACKS



## DOUBLE YOUR PROFITS

IN NEW  
CAR-MATCHING  
COLORS

with the  
*Feather Flex*  
QUALITY

MONKEY GRIP  
TRIM-FIT TWIN

# CAR MATS

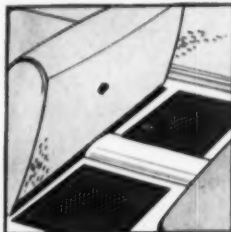
...SEE the difference  
...FEEL the difference  
...SELL the difference

Buyers can easily SEE and FEEL the higher quality and beauty of genuine Feather Flex mats. They are made from all-new rubber and wear for years without losing their shape or color brightness. Exclusive accelerator heel rest ribs provide comfort and safety. Special non-skid base prevents sliding—keeps mats in place. Other quality features make Feather Flex mats the line for greater profit.

ATTENTION  
JOBBER  
RETAILERS  
SERVICE  
STATION  
OPERATORS

### COMPANION MATS FOR BACK SEAT AREAS

Designed for either front or back seat floor areas. Matching colors. Sizes for perfect fit.



No matter what brand of "price leaders" you handle, you make greater profit on quality merchandise. Here are the BETTER QUALITY AUTO MATS in which buyers can SEE and FEEL the difference.

Sold through Automotive Jobbers everywhere  
Catalog sheets and sales literature available.



### MONKEY GRIP SALES CO.

P. O. BOX 6170 • DALLAS, TEXAS

Although the name Rolls-Royce brings limousines to mind, this famous company supplies power for other vehicles as well. A 270hp Rolls-Royce diesel engine powers this 56', 66-ton coal hauler, largest of its type made in Britain. It will help move 16,000 tons of coal a week from Britain's deepest open-cast coal site at Bedlington, Northumberland. The Ford station wagon pictured at right gives some idea of its size.

### From Beef to "Budgie"

(Continued from page 34)

this project.

"No, didn't do any studying," he said. "Just started out with a few birds and learned the hard way. Cost me money to learn, but it's a going concern now."

"More convenient raising birds than raising cattle, too. For cattle you need land and land enough for the purpose has to be some distance from town."

Tuttle was in the cattle business as a sideline for 11 years. Previous to that he owned and operated a riding stable for six years. Now the once-renowned "Rendezvous" stables and grounds have been converted into a nursery—the tree and shrub type of nursery.

But in one sense he has already gone further with birds than he did with beef or buckers. Birds from the Tuttle Crestline Aviary are advertised for sale each month in the leading magazine in the field—"All Pets Magazine."

### L. R. Evans Dies in Dallas

L. R. Evans, 73, a pioneer automobile dealer in Dallas County (Texas) and a lifelong resident of Dallas, died last month following a long illness. Evans established the Evans Buggy and Wagon Co. in the early 1900's and later became one of the first automobile dealers in Dallas County.

# FREE

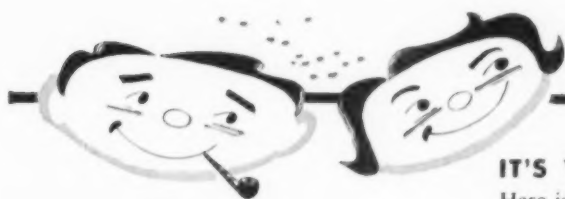
## ELECTRIC BEAN POT

WITH ONLY

# 6

NATIONAL BATTERIES

**Y**our wife and the whole family will praise you for bringing home this modern version of the Early American stoneware bean pot made by West Bend. It bakes beans with the good old-fashioned flavor as well as other favorite hot dishes. Cooking is done to simmering perfection over a chromium plated electric base. Cord and cover are included. Two quart capacity retails at \$7.95. Nationally advertised by West Bend.



### IT'S YOURS WITH 6 NATIONAL BATTERIES

Here is an opportunity to replenish your battery stock and get this bean pot at the same time.

All you do is buy six National Batteries of any size or type and the bean pots is yours . . . free! National Batteries are top quality and you have an outstanding and proven line to choose from. Act now!

SEE YOUR JOBBER OR WRITE US. OFFER GOOD UNTIL SEPTEMBER 1st

**GOULD-NATIONAL BATTERIES, INC.**  
SAINT PAUL 1, MINNESOTA

## Uncle Sam Says Southeast Leads In Tourist Trade for the Nation

EVIDENCE of the great growth in tourist trade experienced by the Southeast in the postwar years is shown in a Census of Business report just released crediting Alabama, Florida, Georgia, Mississippi, Tennessee and the Carolinas with leading all other regions in the United States in number of motels

and tourist courts and second in rate of gain in business done, the Atlanta field office of the U. S. Department of Commerce said.

The report, prepared by the Bureau of the Census and analyzed at Atlanta by Merrill C. Lofton, Commerce Department field manager, reflected an increase of near-

ly 70% in number of motels and tourist courts between 1947 and 1955 and a rise of 255% in receipts or sales of those accommodations.

In addition, the study showed a gain of 24% in hotel trade in the seven-state area during the seven years despite a decline in this type of business in three of the states, and a sharp reduction in number of hotels in all seven.

Both classes of accommodations realized approximately \$348,570,000 in trade during 1954, when the Census of Business was taken, including \$254,223,000 for the hotels and \$94,347,000 for the motels and tourists courts.

### Florida Leads the Way

With Florida leading the way regionally and standing second in the United States both in number and receipts, all seven states shared in gains in number and receipts of motels and tourist courts. In numbers, the advance was from 300 to 605 in North Carolina, 101%; 181 to 298 in South Carolina, 64%; 319 to 500 in Georgia, 56%; 1,600 to 2,778 in Florida, 73%; 362 to 556 in Tennessee, 53%; 166 to 257 in Alabama, 54%, and 149 to 235 in Mississippi, 57%.

In receipts, gains of from \$2,364,000 to \$10,027,000 in North Carolina, 324%; \$1,503,000 to \$6,666,000 in South Carolina, 343%; \$3,078,000 to \$11,663,000 in Georgia, 278%; \$12,255,000 to \$43,122,000 in Florida, 251%; \$3,730,000 to \$10,690,000 in Tennessee, 186%; \$2,012,000 to \$6,034,000 in Alabama, 199%, and \$1,623,000 to \$6,145,000 in Mississippi, 278%, were shown.

The 255% over-all gain in the seven states in motel and tourist court receipts compared with advances of 121% in the New England section, 247 in the Middle Atlantic, 136 in the West North Central, 86 in the West South Central, 90% in the Mountain area, 53% on the Pacific coast, and 259% in the South Atlantic, which led all regions.

In numbers, the region's 70% exceeded New England's 1.8%, Middle Atlantic's 34, East North Central's 15, West North Central's 6, West South Central's 5 and the 6% rise in the Mountain area. On the Pacific coast, a decline of 17% took place.

In receipts and numbers, only California exceeded that of Florida.

So the South has grown in hotels and motels, too.

## Because They Ride INSIDE



### Your Customers

will gladly pay a little more for a bang-up inside cleaning job . . . and they'll come back next time. Jarrett's Exclusive Car Appearance Products make the job easy and profitable. Here are three of them:



### Jarrett's PLASTO CAR INTERIOR CLEANER\*

Quickly cleans plastic and leather without penetrating and without that "milky" look. Eliminates danger of mildew.

\*Do not use on suede or morocco.



### Jarrett's FRESH 'AN CLEAN

Gentle rubbing deodorizes as it removes grease and stain from rugs, upholstery, and ceilings. Absorbs tobacco, animal, and other offensive odors and leaves the car fresh as a Spring morning.

### Jarrett's Car Appearance Products

Wife-Wall	Super Car Wash	De Greasel
Spra-Wite	Super Duper	Kwik
Tire-Brite	Car Wash	Plasto
Kolor-Nu	Fast Suds	Golden Concrete
D-Ice	Fresh An' Clean	Cleaner

### Jarrett's KOLOR-NU

Restores brightness on any color floor mat or trim. Leaves a wax-like finish which preserves leather.



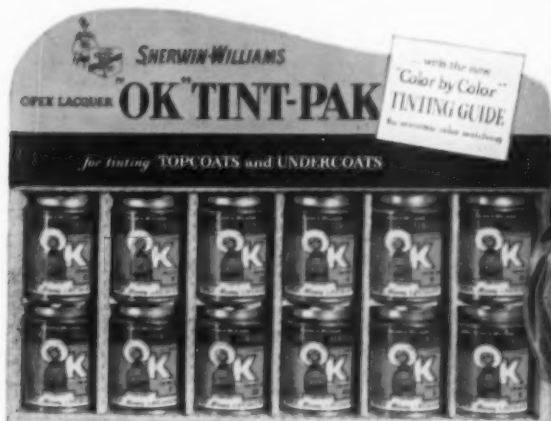
Satisfaction Given - Not Promised

CECIL H. JARRETT COMPANY, INC.

MANUFACTURERS OF CAR APPEARANCE PRODUCTS • NEWTON, N. C.



# SHORT CUT to easier, faster COLOR MATCHING



Which way do you need to tint each factory-packaged color to compensate for weathering of those hard-to-match, light, bright colors on today's cars?

What tinting color should you use in each case?

For the first time, here's a fast and accurate short cut to the right answer—color by color. The Sherwin-Williams OPEX "OK" TINT-PAK\* gives you, in one, handy self-storage carton, all the tinting colors you need for the majority of your jobs.

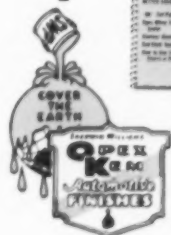
And the "OK" Color-by-Color Tinting Guide that comes with it gives you individual technical recommendations from Sherwin-Williams Automotive Laboratories, for the correct tinting of each and every different OPEX Lacquer color for 1954-55 cars!

Take advantage of this time-saving short cut today! Only \$18.00, complete, with 12 pints of OPEX Lacquer Tinting Colors at your Sherwin-Williams Automotive Jobber's. Call him or write: The Sherwin-Williams Co., Automotive Division, Cleveland 1, Ohio.

(In Canada: 2875 Centre St., Montreal. Export Sales, Newark, N. J.)

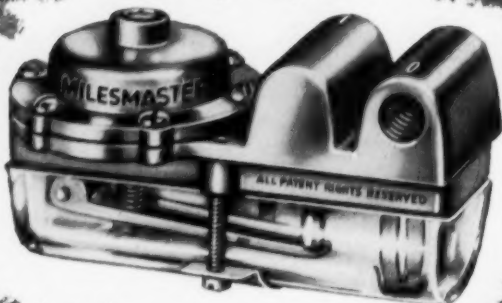
\*Trade Mark

**SHERWIN-WILLIAMS**  
AUTOMOTIVE FINISHES



1956 Color-by-Color Tinting Recommendations are contained in the new Sherwin-Williams 1956 COLOR MANUAL containing all 1956 colors. Ask your Sherwin-Williams Jobber how you may obtain a copy.

## After Millions of Miles on Commercial Vehicles



# MILESMASTER®

**\$6<sup>95</sup>**

plus  
installation

**...the Fuel Pressure Regulator  
that convinced the experts is  
NOW available to You!**

**Here's why it's needed...**

Milesmaster prevents flooding, percolation, and so-called vapor lock caused by too much fuel being forced through the carburetor with insufficient air to provide proper mixture. Pressures of fuel pumps force raw gas past the carburetor float needle into the engine. This fouls the ignition, prevents efficient combustion. Unburned fuel washes lubrication from upper cylinders and pistons. Raw gas drains into the crankcase, dilutes the oil, forms harmful gums.

Milesmaster cures these troubles simply, by absolute regulation of required pressure. Milesmaster is controlled by pressure built up between carburetor float and seat. It keeps the fuel pump from forcing surges of fuel past the needle valve assembly which is set for a pressure below that of the pump. Milesmaster provides a regulated pressure that is always right regardless of throttle demands.

If you want to stop complaints and give your customers smooth, economical engine operation, install a Milesmaster. It's years ahead in design and efficiency. It will save its cost to the owner in the first few thousand miles. Write for literature and the Milesmaster guarantee.

### MILESMASTER, INC.

Factory and Sales:  
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Executive Office: Suite 703  
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#### What MILESMASTER does for any car

- Saves up to 20% on fuel costs
- Reduces engine wear
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- Eliminates "jerking" at all speeds
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- Filters the fuel
- Magnetically traps steel and rust particles
- Reduces carburetor wear
- Pays for itself quickly

**MONEY-BACK GUARANTEE**  
Have your dealer install MILESMASTER on your car. Drive it for two weeks. If not completely satisfied, your money will be refunded in full.

MILESMASTER  
INC.



Appointment of C. J. French as assistant manager of Chevrolet's new factory-dealer relations department has been announced by General Manager T. H. Keating. French, who joined Chevrolet in 1936 on the staff of the general sales manager, will work directly with Ivan X. Sarvis, executive assistant to the general manager in charge of dealer relations.

### Kansas Garagemen Meet In Pittsburg

**T**HE first annual convention of the Independent Garage Owners of Kansas was held at Pittsburg, Kan., July 1 with 65 persons registered.

Featured as a speaker on the program was Ralph H. James, executive director of the Independent Garage Owners of America, Tulsa, Okla. Other speakers were Harry Barrett, president of Barrett Equipment Co., St. Louis, Mo.; Jack Turner, sales manager of Hardware Mutual Insurance, Kansas City, Mo., and Don Compton, Kansas Security Agency, Wichita, Kansas.

Two new board members elected for a term of three years were Vincent Setter, Jr., and Bud Downing, both of Pittsburg.

Officers named for the coming year were Art Kettell, president; Bud Downing, vice-president; Vincent Setter, Jr., treasurer, and Max Shannon, treasurer.

### Four Wheel Drive Names Pate

Glen L. Pate has been appointed district sales manager for Four Wheel Drive Auto Co., Clintonville, Wis., in north Texas, Oklahoma, Kansas and western Missouri, with headquarters in Dallas, Texas. Pate was formerly district sales manager of Hudson Motor Division of American Motors Corp. in Dallas.



## **Dealers say:**

**"You gain in profits  
and prestige when you  
sell Velvet-rides!"**

Columbus Velvet-ride Shock Absorbers give profits two ways—in cash and in customer satisfaction. You need both to be successful.

Velvet-rides are first quality—offering all the Columbus exclusive features at a competitive popular price. In no other shock absorber can you find as many selling and performance points as those offered in Velvet-ride shocks: automatic adjustment; fade-free design; complete double action; the unique air-trap dome; right side up mounting; rugged, yet cool, single tube design; a piston the size of a half dollar.

Sell Velvet-ride and you sell today's best shock absorber value! They are guaranteed for 15,000 miles or 1 year.

▶ Sell seven sets of Columbus Velvet-rides each month and reward yourself with more than \$1000, plus installation charges, each year.

COLUMBUS

*Velvet-ride*  
**SHOCK ABSORBERS**

LICENSED BY DE CARBON

HECKETHORN MANUFACTURING & SUPPLY CO. • LITTLETON, COLORADO

# DIXISTEEL BUILDINGS for garages, shops, storage

## IMMEDIATE ERECTION • AMAZINGLY LOW COST

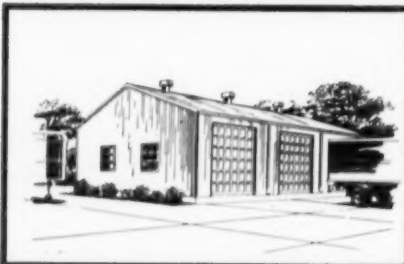
DIXISTEEL Buildings are planned to suit your specific needs. Virtually any length, width, or sidewall height can be obtained from standard units. Rigid-frame, clear-span, post-free construction. A full variety of accessories available. You can own a DIXISTEEL Building for as low as \$1.50 per square foot.

TYPICAL OF THE WIDE VARIETY AVAILABLE



### GARAGE

This 60' x 80' insulated building is ideal for general repairs and service. Rear entrance is large enough for tractor-trailer unit to enter.



### REPAIR SHOP

This clear-span 40' x 60' building has three bays, each with roll-up door. Overhead crane easily installed. No pillars or obstructions.



### TRUCK DEPOT

This 50' x 120' building is designed with canopy and loading platforms on both sides. Office space provided in front. Maximum usable space.

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STEEL BUILDING DIVISION  
**Atlantic Steel Company**

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Chelsea Crouch, center, a Ford dealer in Irving, Texas, smiles approvingly as Jack Phillips, right, accepts a trophy as the southwest regional Class A stock car drag race champion. Crouch entered Phillips in the regional championships sponsored jointly at Dallas by Magnolia Petroleum Co. and the National Hot Rod Association. Howell Brister, left, of Magnolia presented the trophy.

## Studebaker Council Grows; Three Southerners Added

THREE Southerners have been added to Studebaker's National Dealer Council membership, which was expanded from 11 to 20 members in order to give each sales zone a representative, William A. Keller, general sales manager, announced.

New members are R. B. Fleigh, Bob Fleigh, Inc., Baltimore, Md. (Washington zone); G. C. Myrick, Myrick Motors, Inc., Dallas, Texas (Dallas zone), and A. B. Sanders, Sanders Motor Co., Lawrence, Kan. (Kansas City zone).

Reelected were William Catlin Sr., William Catlin & Sons, Jacksonville, Fla. (Atlanta zone); Oliver Cinnater, Crescent City Motors, New Orleans, La. (Memphis zone), and B. H. Lindenbusch, Ben Lindenbusch, St. Louis, Mo. (St. Louis zone).

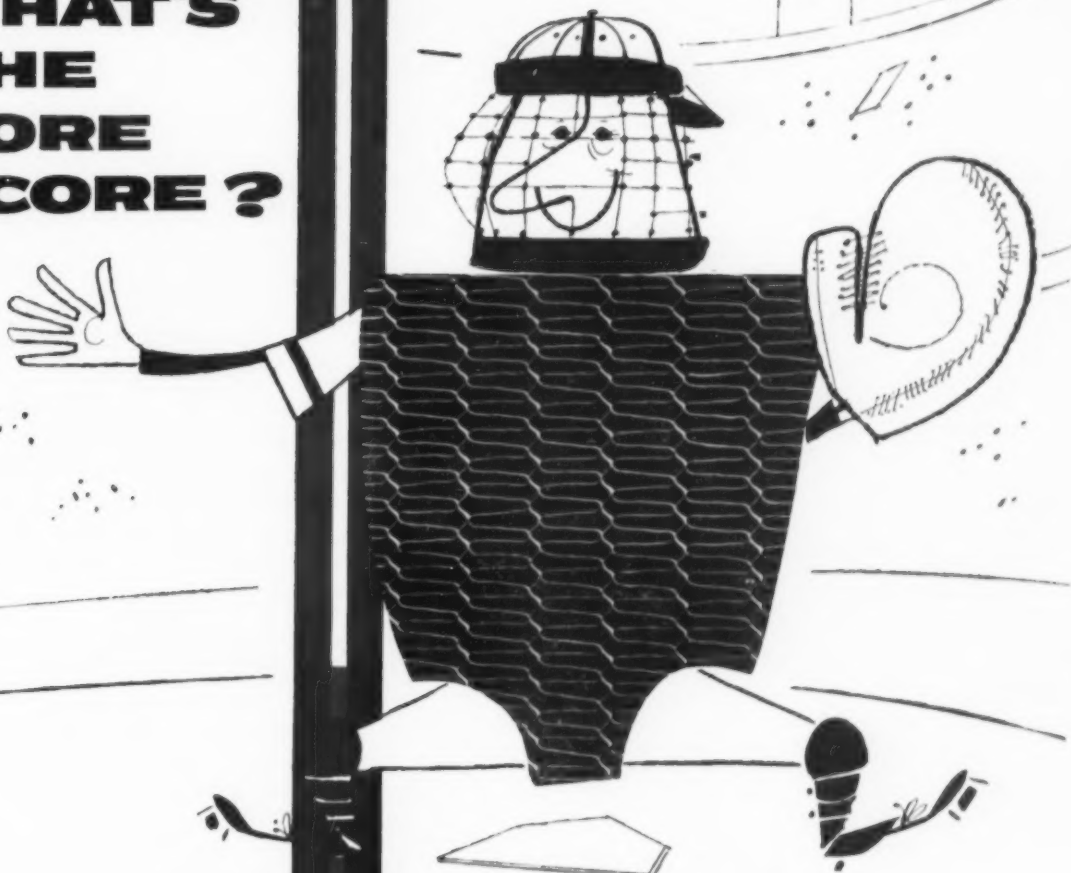
## Lincoln's '56 Sales Set Six Months' Record

AN ALL-TIME six months' sales record has been established by the 1956 Lincoln, Henry B. Daniels, general sales manager of Lincoln Division of Ford Motor Co., announced.

During the first half of 1956 dealers delivered 22,617 to customers, an increase of 25% over the same period in 1955. The previous record was 22,550 cars in 1953.



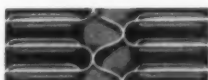
# WHAT'S THE CORE SCORE?



## HARRISON LEADS IN QUALITY, DESIGN, AVAILABILITY, MARKET!

Here's the hot-selling team in the engine-cooling league! It's Harrison's reliable radiator core replacement line . . . the only one with "Whirl-Cool" design! Special louvered construction of the air centers gives faster, finer cooling. What's more, Harrison cores are 100-percent solder-bonded . . . sealed securely for structural strength and maximum heat dissipation. Better still, there's a ready-made market ready and waiting for you. Nearly half the cars that pass your door are equipped with Harrison cores. Order your supply now from your nearby United Motors Service distributor or branch warehouse.

HARRISON RADIATOR DIVISION, GENERAL MOTORS CORP., LOCKPORT, N. Y.



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TEMPERATURES



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Put yourself dollars ahead in automotive service with these BLACKHAWK Hand Tools that save time and trouble for you! They are designed *by* mechanics *for* mechanics so you can handle automotive service jobs quicker, easier and better—make *more* money in fewer shop hours!

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**THE AUTOMOTIVE SERVICE MONEY-MAKER FOR AUTOMOTIVE MECHANICS**

These great Tools have the precise fit, perfect balance and rugged turning power you want for expert repair work on today's cars and trucks. The famous BLACKHAWK Socket Wrenches and Drive Parts give you alloy steel muscle to handle the toughest nut-turning job with ease—and their triple-plate, Chrome finish guarantees a rust-free lifetime of service. Moreover, *all* BLACKHAWK Hand Tools measure up to the same high-quality standard. They are job-engineered, made of the finest materials and finished to the peak of perfection.

You'll find BLACKHAWK Hand Tools easy on your pocketbook—and hard to beat for professional, money-making automotive service. Your Jobber will be glad to show you the BLACKHAWK Tools you need for today's repairs. Ask him about BLACKHAWK today! The New Britain Machine Co., New Britain, Conn.

*plus* . . . . . **THIS GREAT NEW FAMILY OF BLACKHAWK AUTOMATIC TRANSMISSION Tools!**

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HYDRA-MATIC  
HAND ADJUSTING TOOL



FORDOMATIC-MERCOMATIC  
REAR HAND  
ADJUSTING TOOL



HYDRA-MATIC  
THROTTLE ARM GAUGE



HYDRA-MATIC  
THROTTLE ARM BENDER



OIL  
PRESSURE  
GAUGE



DYNAFLOW-POWERGLIDE  
HAND ADJUSTING TOOL

## INTERNAL SERVICE TOOLS



HYDRA-MATIC  
FRONT AND REAR  
CLUTCH TESTER



FORDOMATIC-MERCOMATIC  
FRONT HAND ADJUSTING TOOL



OPEN-TYPE  
SNAP RING REMOVER



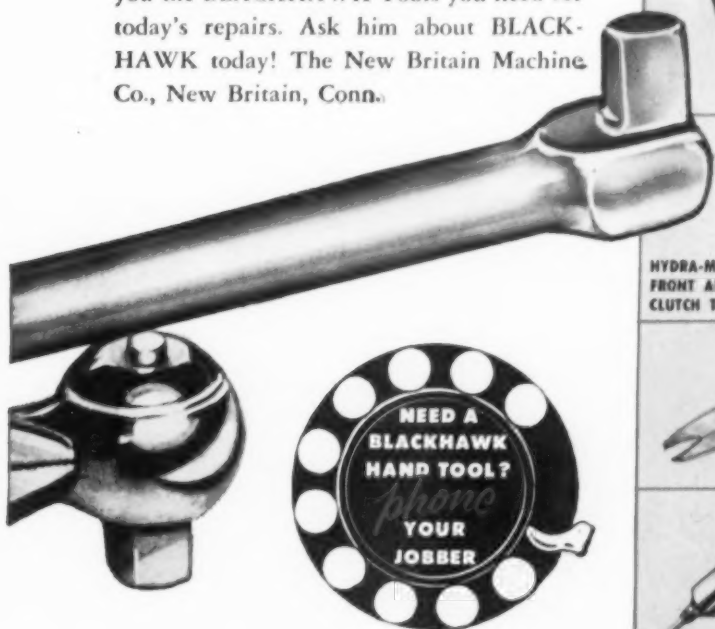
MULTI-PURPOSE  
CLUTCH SPRING COMPRESSOR



HYDRA-MATIC  
FRONT HAND  
ADJUSTING TOOL



HYDRA-MATIC  
REAR SERVO  
SPRING COMPRESSOR



**Blackhawk TOOLS • NEW BRITAIN, CONN.**

## NHUC Names Virginian Regional Representative

**G**EORGE A. White of Arlington, Va., has been appointed regional representative of the National Highway Users Conference, Director Arthur C. Butler announced. He will work with conference groups in Delaware, Maryland, New Jersey and Pennsylvania.

A native of Fairfax, Va., White is a graduate of American University, Washington, D. C. Prior to joining NHUC, he was engaged in public relations and traffic safety work with the American Automobile Association.

## Front Fender Gets Banged Offener

**T**HE mortality rate of front fenders is nearly seven times higher than rear fenders, according to Paul E. McCracken, manager of Buick's parts and accessories division.

McCracken reported that Buick drivers purchased 88,050 replacement fenders in 1955, with 76,895 going on the front and 11,155 for the rear.

"Buick owners must be among the most careful drivers in the world," McCracken said, "using replacement fenders at the rate of one for every 400,000 miles driving."

McCracken arrived at the figure by taking the total number of Buicks registered (about 4,000,000) times the average miles each car is driven in a year (9,000) divided by the number of replacement fenders sold.

"Of course the figure does not allow for simple repair jobs or accidents in which the car was a total wreck," McCracken added.

McCracken revealed that more than 14,000 manhours were required to produce the 88,000 fenders, with more than 19,000 gallons of paint used to cover them.

## Cole Succeeds Keating At Chevrolet Helm

**H**ARLOW H. Curtice, president of General Motors, has announced the following changes in the executive organization of General Motors:

Thomas H. Keating, vice-president and director of General Motors and general manager of the

Chevrolet Division since 1949, elevated to group executive in charge of the passenger-car divisions.

Edward N. Cole, chief engineer of Chevrolet since May, 1952, to succeed Keating as general manager of Chevrolet. Cole joined General Motors in 1930 as a laboratory assistant in the engineering laboratory. He advanced to chief engineer and in September, 1950, became manager of Cadillac's tank production plant at Cleveland, a position he held until his transfer to Chevrolet in 1952.

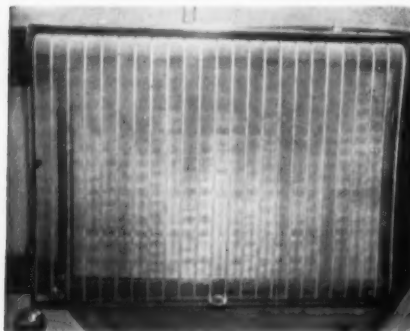
Robert M. Critchfield, vice-president of General Motors and general manager of Pontiac since July, 1952, to be in charge of the Process Development Staff at the General Motors Technical Center. Critchfield joined General Motors in 1921 and was assistant general manager of the Allison Division prior to his appointment as general manager of Pontiac.

Semon E. Knudsen, general manager of the Detroit Diesel Engine Division since March, 1955, to succeed Critchfield as general manager of Pontiac. Knudsen, son of the late William S. Knudsen, former president of General Motors, began his career with Pontiac.

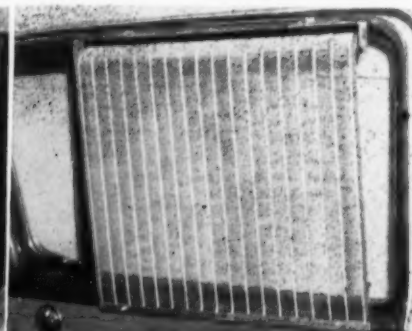


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and you send 'em out with  
**AUTO GLAR-EZ ROLLAWAY SHADES**



2-DOOR & HARD TOP MODELS



FAT. PENDING

4-DOOR MODEL



### FEATURES

- Lock-down clip is also handle
- Fits all Convertible & Hard Tops with metal trim above door
- Rubber bumpers protect finish
- Keiser aluminum screening

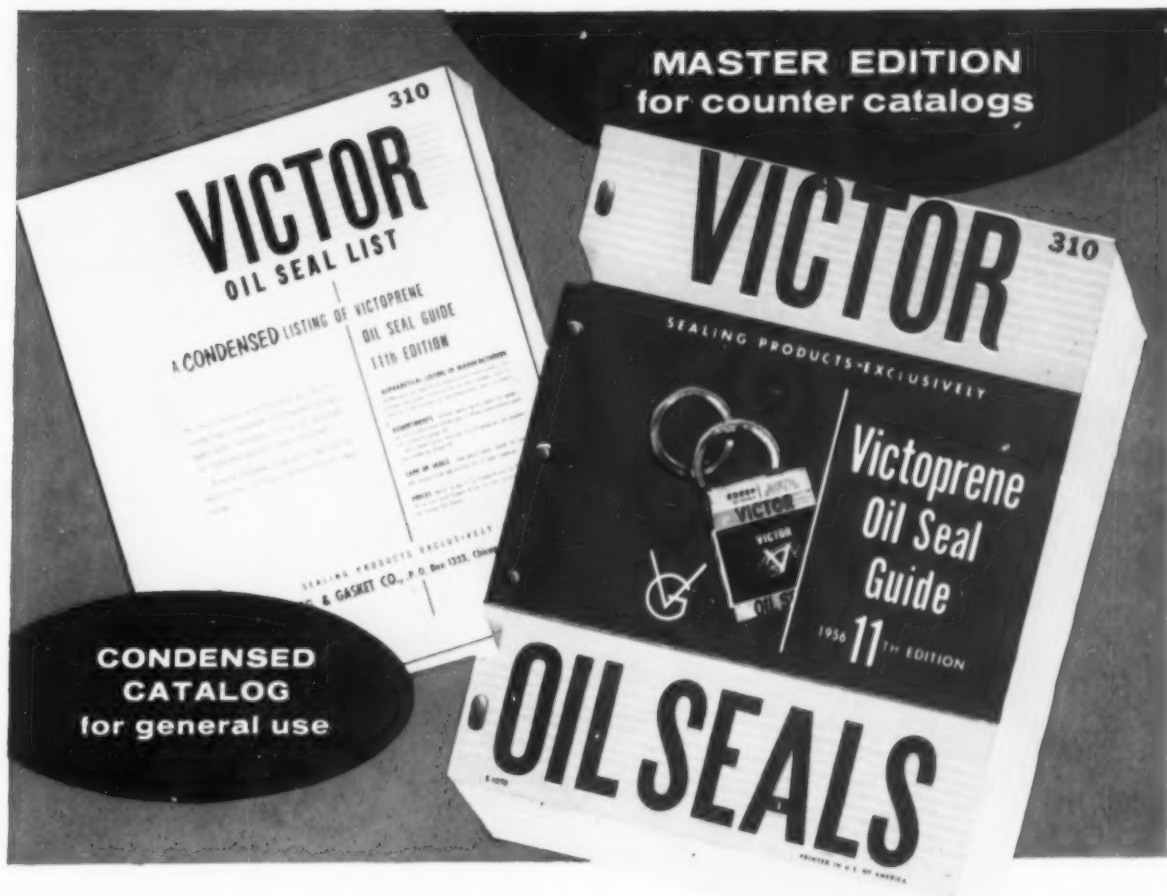
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**LAMESA, TEXAS**







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The 11th edition of the famous Victor Oil Seal Guide is in your jobber's counter catalogs. With it, he can give you faster, more complete service than any other jobber of oil seals—anywhere! The Victor Oil Seal Guide is the most complete and useful catalog of its kind in the industry.

### Listings Expanded— 1956 Models Included

This new 216-page Oil Seal Guide is more useful than ever. It's up-to-date with 1956 models, and with widely expanded listings of trucks, tractors and off-the-road equipment.

New typography makes for easier reading and faster spotting of names and numbers wanted. Listing of manufacturer's part numbers and replacing Victor numbers is greatly simplified.

Alphabetical master index by makes combines all types of equipment. Separate sections provide convenient reference by size or number of oil seal, and show the various types of oil seal structures. Another division shows correct installation procedure, and helps you correct causes of leakage.

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The handy Victor Oil Seal List—condensed version of the new Oil Seal Guide—is yours for the asking from your Victor Jobber. It lists all current cars and trucks—use it for daily ordering.

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Here's a tough, highly flexible cable with stranded copper conductor that meets all requirements without use of braid. It's slimmer. It strips more easily. And, it gives greater customer satisfaction. The "404" insulation is oil-proof, flame-proof, moisture-proof and acid-proof. Millions of feet are installed daily on new cars, trucks, buses and tractors.

Packard Cables are engineered to give superior performance in every class of automotive service. Vibration, temperature, acid, constant flexing—Packard Cables conquer all these. And they're made for easier installation, too! More than half the cars that pass your door are equipped with Packard Cable.

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**108 1956 EDITION OF 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS**— Contains description of 12-volt automotive electrical equipment used on 1956 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

**109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT**— Catalog, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches.

Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

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**112 TIMING LIGHT MANUAL**— 20 page booklet gives full operating instructions for the three Auto-Test timing lights. Includes information about service and repair of light as well as the warranty offered by Auto-Test, Inc., 690 S. Michigan Ave., Chicago 5, Ill.

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**115 BRAKE SERVICE GUIDE**— Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

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**147 NEW LIGHTING SPECIFICATIONS BOOKLET** — Illustrated 12 pages lists all the new American Trucking Association recommendations. Gives uniform specifications for wiring and lighting of commercial vehicles. Write to Signal-Stat Corp., 523 Kent Ave., Brooklyn 11, N. Y.

**148 COLORFUL 12 PAGE BOOKLET** — Outlines the quality features that make the Silvernode a high profit, low adjustment battery. Explains each feature of battery in detail showing you how you can increase your battery sales. Vitalic Battery Co., 2040 Amelia St., Dallas, Texas.

**150 HEAVY DUTY HYDRAULIC PRESSES** — A new line of heavy duty 150-ton presses, to take care of heavy pressing jobs, has been developed and is now available. Write for catalog information. Manley Div., American Chain & Cable Co., Inc., York, Pa.

**153 SERVICE MANUAL FK SPARK-PLUGS** and how to properly service them is completely described in the new SERVICE MANUAL No. 7K now offered by Champion Spark Plug Co., 900 Upton St., Toledo, Ohio.

**154 BLUEPRINT FOR PROFIT** — A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up. — Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

**157 ARROW CATALOG NO. 55-C** — Describing complete line of generators, starter motors and armatures. Complete car application data is included in this booklet for all passenger cars, tractor and farm implements through 1955. Arrow Armatures Co., Dealer Service Dept., P. O. Box 1428, Spartanburg, S. C.

**159 CONNECTING ROD RECONDITIONING** — Bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

**164 AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS** — New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX66-1. Airtex Automotive Division, Inc., Fairfield, Ill.

**165 NEW LINE OF MANLEY WRECKERS** — Catalog describing the new line of wreckers from 5-ton to 10-ton capacity. Completely new. Many new features. Write for catalog. Manley Division, American Chain & Cable Co., Inc., York, Pa.

**166 CYLINDER HEAD STOCK REMOVAL CHART** a handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

**167 TOOL CHEST BULLETINS** — Descriptive literature of the Huot tool chests and cabinets including the Huot Porta Cab designed for you to have rolling storage for tools. Huot Mfg. Company, 587 N. Wheeler St., St. Paul 4, Minn.

**169 ADVANTAGES OF FILT-O-REG COMBINATION FUEL PRESSURE REGULATOR-FILTER** — On every gasoline engine. Solves carburetor troubles caused by excessive fuel pump pressure. Explained in a new bulletin. Write Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

**173 HYDRAULIC PARTS** — Complete master catalog of the complete line of hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1954. Els Automotive Corp., Middletown, Conn.

**180 THE LAMSON NO. 56-A AUTO-MOTIVE CATALOG** — Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Flated Cap Screws and Nuts — Brass Nuts, Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

**185 SERVICE ENGINEERING BROCHURE** — A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

**186 AUTO LITE BATTERY SERVICE MANUAL** — An authentic reference and guide for everyone interested in testing and servicing automotive storage batteries. Simply written and thoroughly illustrated, it is so complete in its coverage of the subject that service men and fleet operators will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

**192 DOPE SHEET** — Tells how to get best results from Arco 45, fast air-dry enamel. Proper application methods are discussed to assure excellent product performance. The Arco Co., 7801 Bessemer Ave., Cleveland 27, Ohio.

**193 WIRE & CABLE CATALOG** — A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

**195 NEW CATALOG material on Yankee's fender or body mounting mirror line. Locking mirror heads are featured, as well as new painted Facesters and 24 Karat Gold Plated Facesters. Ask for catalog sheets 56001-4. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.**

**209 EXTRA PROFITS WITH STEAM CLEANERS** — 20 page booklet showing several models of Hypressure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypressure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Penna.

**210 COLUMBUS SHOCK ABSORBERS** — Now available, 16 page "M.O." booklet (Method of Operation) designed to show how average dealer can make \$1000 a year selling Columbus shock absorbers. Hackett's Mfg. & Supply Co., Littleton, Colo.

**214 THE WHYS AND HOWS OF VOLTAGE REGULATORS** — Explains in simple language every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**215 LAHER CATALOG PAGE** — Both sides feature passenger car overloads and booster springs. Includes specifications and price. Laher Spring & Tire Corp., 800 Madison Ave., Memphis, Tenn.

**216 "BEHIND THE SCENES"** — Facts and figures on how heavy duty ignition parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**219 HOMESTEAD HOISTER** — Folder describing truck and auto front-end lifts, showing many applications of combining speed and safety. Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Penna.

**220 1953 LASCO BRAKE SHOE APPLICATION CATALOG** — Complete listing of brake shoe number, F.M.S.I. number, year, make and model of automobile. Available upon request. Laher Spring & Tire Corp., 800 Madison Ave., Memphis, Tenn.

**222 "WHAT PRICE QUALITY"** — Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**224 AFTER BREAK-IN DRIVING** — A 56 page booklet "After-The-Break-In" period giving technical facts on oil filter operation with illustrations. The booklet discusses oil contamination during the period after an engine is broken in. Write for "After-The Break-In" period. Walker Manufacturing Co., Racine, Wis.

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SOUTHERN AUTOMOTIVE JOURNAL

806 Peachtree St., N. E.

Atlanta 8, Ga.

### Position



## NEW PRODUCTS AND CATALOGS

### 900—Car Rugs

Car rugs for new and used cars which offer original designs in multi-colored patterns have been announced by Boston Woven Hose & Rubber Co., P. O. Box 1071, Boston 3, Mass.

Made of durable rubber, the rugs are said to be easy to clean, non-staining, color-fast and will protect car interiors. Reported to impart "additional glamor to new cars and dress up older cars," the item, which includes a right- and left-hand car rug, is contoured to fit snugly into all car interiors, the company said.

Want more info? Use coupon on page 102 and you will get it!

### 901—Exhaust Removal Hose

A flexible, non-crush exhaust hose available in three diameters and various lengths for use by super-service stations, garages and dealers in in-



stalling their own customized exhaust removal systems has been announced by O.E.M. Products Co., 5651 N. Ashland Ave., Chicago 26, Ill.

The inside surface of the "E-Z-Flex" hose is silicon-protected and it reportedly can withstand temperatures of  $-20^{\circ}$  to  $300^{\circ}$  F. and resists

the corroding effect of gases, oil, grease, moisture, fumes and heat. Lightweight and easy to handle, it does not damage bumpers or car and causes no noisy vibration against bumper or tailpipe, the manufacturer said.

Want more info? Use coupon on page 102 and you will get it!

### 902—Top Dressing

A top dressing which reportedly makes convertible tops water-repellent and long-lasting and is guaranteed not to streak or discolor the top has been announced by The Bell Co., Inc., 411 North Wolcott, Chicago 22, Ill.

Developed especially to shed water and eliminate dampness, the silicone product is clear and colorless and is said to give protection to any kind of fabric, including nylon. Packaged in cans, it is applied with use of a brush.

Want more info? Use coupon on page 102 and you will get it!

### 903—Spark Plug Catalog

A 24-page catalog containing complete specifications on its standard, transport, resistor, small engine, shielded and marine spark plugs, including information on its new resistor spark plug with power tip, has been published by The Electric Auto-Lite Co., P. O. Box 931, Toledo 1, Ohio.

Want more info? Use coupon on page 102 and you will get it!

# COLE-HERSEE SWITCHES

*It's what's Inside that counts...*

**GUARANTEED FOR QUALITY AND  
RUGGEDNESS.**

**ENGINEERED FOR PERFORMANCE  
AND DEPENDABILITY.**

**MEETS THE SPECIFIC REQUIREMENTS  
OF LEADING CAR MANUFACTURERS.**

**BUILT IN AMERICA'S MOST  
MODERN FACTORY.**

*Here's the inside story of Cole-Hersee superiority...*

Each Cole-Hersee unit is engineered to more than meet the electrical load it is designed to carry. Long life and excellent performance are guaranteed. If it is a 6-, 12-, 24-, or 32-volt switch that you require, Cole-Hersee has a unit specifically designed for that current.

Do not use a unit unsuited to present day current characteristics. All Cole-Hersee switches are individually tested prior to shipment. You can count on Cole-Hersee when you want the best.

**Specify and insist upon receiving quality Cole-Hersee products from your jobbing source.**



**MANUFACTURERS OF**  
Headlamp Switches  
Starter Switches  
Hector Switches  
Panel Switches  
Directional Switches  
Toggle Switches  
Push Pull Switches  
Foglight Switches  
Windshield Wiper Switches  
Backup Light Switches  
Dimmer Switches  
Door Switches  
Memory Switches  
Mechanical Stop Light Switches  
Hydraulic Stop Light Switches  
Neutral Safety Switches  
Ignition Lock Switches  
Rheostat Switches  
Master Disconnect Switches  
Plus: Plugs, Sockets, Fuse  
& Terminal Blocks, etc.

Send for Our  
D-134 Catalog



**COLE-HERSEE**

Over 40 Years of Continuously Better Products

20 OLD COLONY AVENUE, BOSTON 27, MASS.



## 904—Manifold Device

A device for measuring precise amount to cut off intake manifold for alignment of ports and bolt holes when V-8 head is machined has been announced by Piston Ring Service Co., 800 Baronne St., New Orleans 13, La.

By placing one edge of the "Head Manifold Gadget" on the head sur-



face and the other edge on the intake manifold surface of the head, the correct amount is shown simply and mathematically correct regardless of the year, model and kind of engine head, it was claimed. The factor indicated by the device is multiplied by

the amount cut off the head to determine the amount to cut off the manifold surface of the head for perfect alignment. The correct amount depends on the angle between the head surface and manifold surface. The device is guaranteed to be mathematically correct.

Want more info? Use coupon on page 102 and you will get it!

## 905—Back-Up Alarm

An automatic, mechanical safety back-up alarm for trucks which is operated entirely by gravity, with no wires or switches, has been announced by E. D. Bullard Co., 276 Eighth Street, San Francisco 3, Calif.

A self-contained unit which is attached directly to the rear wheels of all dual-wheeled vehicles with full floating axles, the device rests directly upon the heads of the bolts which hold the axle in place. The 6" metal bell is mounted on a steel plate and is sounded by four heavy metal hammers striking the bell once every quarter revolution when the wheel is in reverse motion. A forward motion produces no sounds as the hammers fall against rubber stops.

Want more info? Use coupon on page 102 and you will get it!

## 906—Speed Control Unit

A dashboard installation which reportedly puts an automatically governed speed limit on any car, although all normal car operations remain the same, has been introduced

by Minnesota Automotive, Inc., 1101 North Front, Mankato, Minn.

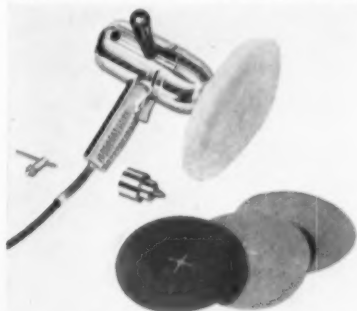
When "key," located on the dashboard, is placed in vertical position, the car operates without speed limitation. When it is turned to horizontal position, the car cannot be driven above the speed limit set. Removal of the "key," after it has been turned to horizontal position, assures the owner that no one can drive at excessive speed until he himself releases the limitation. Each unit comes individually packaged with complete instructions for making a simple installation.

Want more info? Use coupon on page 102 and you will get it!

## 907—Power Tools

A polisher equipped for both polishing and sanding and a drill with a  $\frac{3}{8}$ " capacity in steel and  $\frac{3}{4}$ " capacity in wood have been added to the line of power tools manufactured by Thor Power Tool Co., 175 N. State St., Aurora, Ill.

Weighing 4½ lbs., the "Model 26 SpeedPolisher" has a large offset



handle and a removable side handle. It is said to be ideally suited for wood sanding and polishing. It is supplied complete with all necessary accessories for polishing and sanding, as well as a  $\frac{3}{8}$ " geared chuck for drilling. A larger kit with a wider assortment of accessories is also available.

The "Model 35 SpeedDrill" is equipped with a geared chuck and features ball-bearing construction.

Want more info? Use coupon on page 102 and you will get it!

## 908—Blow Gun

A blow gun and spray cleaner for cleaning engines, radiators, gears and tire casings, as well as springs, designed to fit Schrader, Dill and other chucks, has been announced by Plevs Oiler Co., 701 Seventh St., S. Minneapolis, Minn.

Said to be sturdily built and easy to use, the blow gun can be snapped onto an air line, the hand grip squeezed lightly or firmly, as the need requires, and the air-flow sucks the liquid from the one-quart container in a volume easily controlled by the user. Snapping on a special fan spray nozzle converts the blow gun into a painter or sprayer. It may be used as a straight air-hose, or, with a separate hose attachment, it may be used with large drums for cleaning or spraying larger areas, the manufacturer said.

Want more info? Use coupon on page 102 and you will get it!

# ACE PRESTO PATCHES

## VULCANIZE WITHOUT HEAT

### WINNING DEAL IN TUBELESS TIRE AND TUBE REPAIR

**No. 505** — Tubeless Tire Patches for repairing bruises and breaks without HEAT.

**No. 501, 502 and 503**  
Revolutionary new tubeless tire and tube patches which vulcanize without HEAT. Press it on — PRESTO, it's fixed.




**No. A-11 Buffer-Stitcher**

FOR COMPLETE INFORMATION — WRITE

## ACE RUBBER COMPANY

BOX 6147 DALLAS, TEXAS



**"I TURN GREEN,"  
said my competitor  
from across the street,**

"at the mere thought of trying to get a new idea for an ad or gimmick for a promotion." This confession comes to me over a cup of ten o'clock coffee.



"I'd rather wash oars than write an ad," he is still mumbling dolefully as the lower half of his donut drops off into his coffee. "I wish I could afford a guy to do nothing but handle ideas and promotions."

"That's just another reason why I do business with Associates," I said. "We don't have a promotion man, but we do have a book that does everything but run the typewriter."



"This book is loaded with 444 pages of good ads, classified copy, lot displays and radio and TV stuff. It's written by an expert who spent over 28 years putting together samples of the best ideas in the business." I see the hungry look lighting up in Sam's eye, so I continue quickly. "You couldn't get this copy even over my dead body. You see, Sam, since I do business with Associates I rate a copy."



**"SELLING USED CARS"**—the encyclopedia of used car advertising and merchandising, is the only complete volume of its type in existence. It's distributed to Associates dealers as still another Associates service.

A companion volume to this great book, entitled "Used Car Management," will soon be available to dealers doing business with Associates.

**SAYS Old Sage ...**  
**THE PROSPEROUS PRO**  
**OF AUTOMOBILE ROW,**

"Profitable merchandising of used cars is the keystone to a successful operation."



**ASSOCIATES INVESTMENT COMPANY**  
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**Easier  
Faster**

**Go-Jo  
Dispenser Cuts  
Hand Cleaning  
Costs 50% and more.**

Here's the ideal way to get your hand-cleaning job done **fast** at **lowest cost** to you. One pull dispenses just the right amount of GO-JO. Convenient throw-away can reduces maintenance problems.

**GO-JO HAND CLEANER** saves you money... saves worker's time... yet you provide the **best** in fast-action removal of embedded grease, grime, paint, ink, asphalt, mastic, **all stubborn soil**... and sure protection with gentle, dermatologically safe GO-JO.

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**Go-Jo  
HAND CLEANER**

Use WITH or WITHOUT water

**GOJER, Inc. • Box 991 • Akron 9, O.**

World's Largest Manufacturers  
of Cream-Type Hand Cleaner

## 909—Mirrors

Body mount mirrors made for use on all cars and adaptable to either right or left side, available in octagon or round visor with gold or chrome finish on die-cast "V" visor and base, have been announced by The Norlipp Co., 5925 S. Lowe Ave., Chicago 21, Ill.

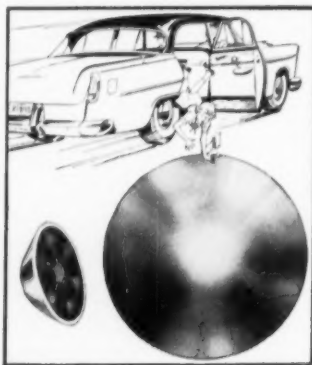
The mirrors feature a ball-joint adjustment with locking screw and solid brass  $4\frac{1}{2}$ " replaceable heads. Said to be easily installed, they are provided with a neoprene gasket that serves as a template and protects car finish.

Want more info? Use coupon on page 102 and you will get it!

## 910—Door Locks

A safety accessory to prevent the rear door from flying open when passengers, especially children, are riding in the back seat, and available for all popular four-door cars, has been announced by Houser Engineering & Mfg., Inc., Bluffton, Ind.

Made of one-piece stainless steel, the snap-on door locks replace orig-



inal handles without the necessity of mechanical changes, it was claimed. They reportedly fit flush to the door as though part of the original trim and have no moving parts to break or fail. Outside handles open as usual, and are not affected by the safety locks on the inside.

Want more info? Use coupon on page 102 and you will get it!

## 911—Sanding Disc Pad

An 8" rubber pad,  $\frac{5}{8}$ " thick for featheredging and blending contours on metal, wood or plastic surfaces, made to withstand rough treatment on slow-speed portable grinders and polishers, with a  $\frac{5}{8}$ "-11 shaft, operating in the range of 900 to 1,500 rpm, has been introduced by the Behr-Manning Co., Troy, N. Y.

The pad is made in three layers, all bonded together, with a threaded hub which holds the pad on the spindle of the grinder. The hub is counter-bored so that the pad will seat securely on the shoulder of any slow-speed disc grinder or polisher spindle. A tube of special disc cement accompanies each pad and abrasive discs are applied by coating pad with cement and placing disc against the work surface of the pad. To change discs, you peel off the old one.

Want more info? Use coupon on page 102 and you will get it!

## 912—Wheel Cylinder Cups

A series of wheel cylinder cups designed for improved service in today's high-speed, quick-stop operation, available in all sizes with special expanders, has been announced by Eis Automotive Corp., N. Main & High Sts., Middletown, Conn.

Molded of a new compound that reportedly withstands high heat yet



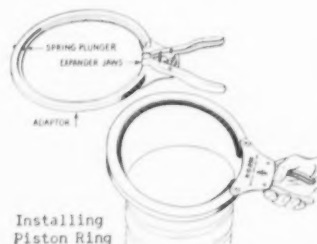
remains flexible down to 50° below zero, the "E" Series cups are furnished in all Eis wheel cylinders and wheel cylinder kits. They are also available in packages of five sets which include ten cups, ten expanders and five springs to service five wheels. A cup assortment embracing all sizes from  $\frac{3}{4}$ " up to the largest truck numbers is also available, the company said.

Want more info? Use coupon on page 102 and you will get it!

## 913—Piston Ring Expanders

Piston ring expanders with separate retaining adaptors for rings  $4\frac{1}{2}$ " to 14" diameter, said to use the only correct principle for expanding piston rings without distortion or damage, have been introduced by K-D Mfg. Co., 526 N. Plum St., Lancaster, Pa.

Adaptor rings are made in sizes corresponding to piston ring sizes.



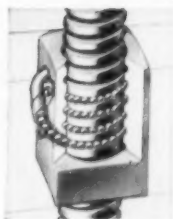
Installing  
Piston Ring

They bolt to expanders with wing nuts and are readily changed, it was claimed. Each adaptor fits only one size piston ring. For example: a 5" adaptor is used only with a 5" ring. A spring plunger in the adaptor holds the piston ring ends against the expander jaws until operation is completed.

Want more info? Use coupon on page 102 and you will get it!  
(More New Products on page 110)

# 13,000 SOLD...SHIPPED...IN USE!

**1**  
**FIRST**  
**IN THE FIELD!**



The WHIZ's power unit is manufactured by Saginaw Steering Gear Division, General Motors Corp.



at \$ **39<sup>75</sup>**

## HEIN-WERNER'S **WHIZ**

### TWIN SADDLE SERVICE JACK is a proven product

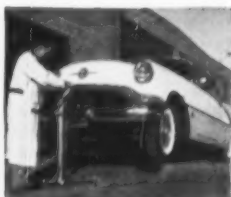
*available at your H-W jobber now!*

When YOU buy the WHIZ for your shop, you're getting a 77 pound heavy-duty, low-priced twin saddle service jack that's built to offer you more jack for the money. Features include full 1½ ton capacity . . . lifts to a high of 31 inches . . . powered by super-duty 1 inch diameter ball bearing screw assembly.

The WHIZ is breaking all sales records in its field. Over 13,000 sold, shipped and in use since the WHIZ was introduced in February, 1956, as *another* Hein-Werner first! Proof positive that the WHIZ is a *proven product!* Get all the facts from your H-W Jobber.

**the WHIZ offers you more top-quality performance features**

The WHIZ is ideal for fast tire, brake, front end and car washing service . . . lifts one wheel or both at one time.



## HEIN-WERNER CORPORATION

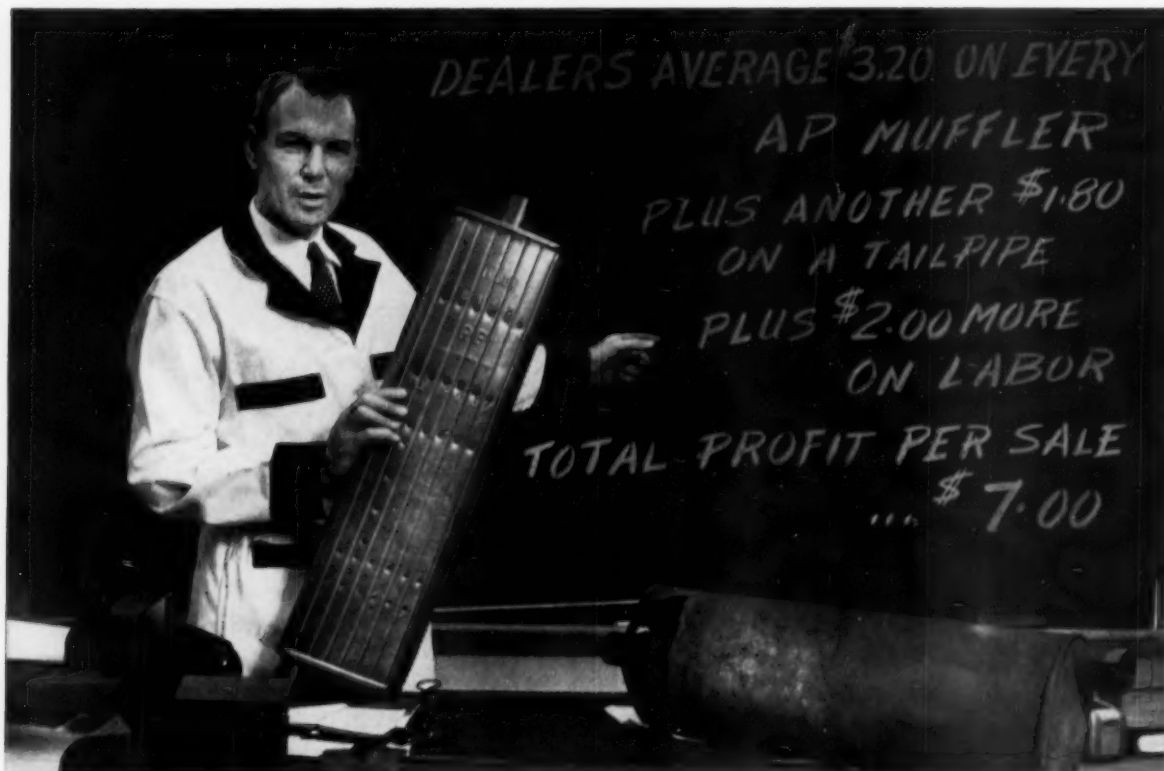
WAUKESHA, WISCONSIN

Hein-Werner stock listed on Midwest Stock Exchange since 1936

The complete Hein-Werner line includes: The famous "55" and "Screwball" . . . Under-Axle Jacks of 1½ to 100 ton capacity . . . "Bumper-Lift" Jacks for passenger cars . . . Service Jacks for shop use . . . Transmission Jacks . . . Adjustable Car Stands . . . "Push and Pull" and "Pushmaster" jacks for body, fender, and frame repair work.

# TAP, LOOK AND LISTEN YOUR WAY

## Become an AP Muffler Specialist and



DEALERS AVERAGE \$3.20 ON EVERY  
AP MUFFLER  
PLUS ANOTHER \$1.80  
ON A TAILPIPE  
PLUS \$2.00 MORE  
ON LABOR  
TOTAL PROFIT PER SALE  
... \$7.00

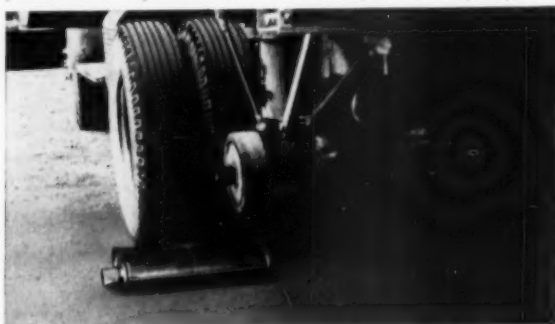
TAP, LOOK and LISTEN is the slogan of a hard-hitting program that's helping AP Muffler Specialists make big profits in a doubling market (this year the big majority of car manufacturers will feature dual exhaust systems). Profit from this program yourself. Register with your AP wholesaler, get a basic minimum stock, and examine every muffler that comes into your shop. Do it systematically and you'll make at least six extra sales a week for the next 50 weeks—a total of \$2100 extra profit—because *one out of every two cars* you service will need a muffler or a pipe\*—or both.

The advance-design AP muffler has up to 40% heavier steels, double crimp-locked seams, high-frequency-control intermediate shell. Seam-welded inner tubes with extruded holes make it practically clogproof. Its patented  $\frac{1}{2}$  thicker "Air Liner" shell—featured on more than 70% of all AP mufflers—creates sound-deadening chambers that insulate against both heat and noise. And AP provides asbestos liners wherever needed—plus corrosion-resistant coated steels for many numbers. In recent tests made by Motor Vehicle Research, an independent testing laboratory, AP surpassed the three leading competitive mufflers, including the car factory replacement—thereby winning the coveted MVR "Certified Test

\*Shell Oil survey of retail potential for 1956

Award." It proved convincingly that AP mufflers are engineered for longer life, plus greater silence and lower back pressure.

So install AP. Give your customers—at no extra cost to them—the power, mileage and long life they want—plus better protection against carbon monoxide gas. Ask your jobber to show you the AP "Inside Story." It's an eye-opener.



In recent tests made by Motor Vehicle Research, the AP passenger car muffler withstood this crushing 4720 lb. wheel load, and is practically as good as new.



LONGER-LASTING MUFFLERS—DESIGNED FOR TODAY'S



# TO BIG MUFFLER PROFITS WITH AP

make at least \$2100 extra a year



Note the AP muffler removal tool shown above. It cuts the average installation time in half. Ask your AP wholesaler about it. Note also the four mufflers in this Lincoln exhaust system. They give some idea of how the muffler market is expanding.



This mobile merchandiser of basic muffler stock has proved to be an extremely effective aid in the sale of AP mufflers. It has good display value and can be easily moved in and out on its wheeled rack. Get one. Available from your AP wholesaler.

## AP PROVIDES YOU WITH EFFECTIVE SALES AIDS...BACKS YOU UP WITH DRAMATIC, HARD-SELLING NATIONAL ADVERTISING



Your initial sales package will include a "How to" booklet, posters, post cards, inspection tags, a decal, a catalog, and price sheets. Then AP mails direct to you a constant flow of additional sales aids, and of up-to-date price and catalog data.



Dramatic ads in these publications will be read by hundreds of your customers and prospects. They'll do a lot of advance selling for you.

**THIS FREE SIGN IDENTIFIES YOU**

Put it where it will be seen. Then TAP, LOOK and LISTEN the easy AP way for muffler profits.

**THE AP PARTS CORPORATION**  
9-U AP Building, Toledo 1, Ohio  
Mufflers and Pipes • Miracle Power • dgf 123



**HIGH-COMPRESSION ENGINES**

## More New Products

(Continued from page 106)

### 914—Car Glazing Kit

A "do-it-yourself" car glazing kit said to be designed for the "super-glazing of any car" has been introduced by Mac's Super Gloss Co., Inc., 6040 N. Figueroa, Los Angeles 42.

The kit consists of a cardboard "satchel" containing a pint can of



"Special Cleaner," plus a 4-oz. can of "Super Glaze." When used together, the time saved is said to be about one-third over ordinary waxing and the gloss reportedly is higher and has three times the durability of wax.

Want more info? Use coupon on page 102 and you will get it!

### 915—Mirror Assembly

A mirror assembly which can be installed on either side and designed specifically for medium-sized vehicles requiring mirrors with long arms, using special brackets on 1955-56 GMC Chevrolet cabs, has been announced by the K-D Lamp Co., 1910 Elm St., Cincinnati 10, O.

With a 360° pivot of mirror head mounting tube and swivel mounting



bolt head, the "KD 52" is said to be completely adjustable — horizontally from 15½" to 17¼" and vertically from 17" to 21¾". The 5½" x 8½" mirror head contains replaceable glass held in place by a rubber guard. Tube arms and inner tubes are of heavy gauge seamless steel tubing. Outer tubes are finished in baked-on black enamel. Construction and assembly design reportedly reduce vibration to a minimum.

Want more info? Use coupon on page 102 and you will get it!

### 916—Fast Battery Charger

A fast battery charger which reportedly charges either six-volt or 12-volt batteries at a 60-ampere rate has been announced by Baldor Electric Co., 4351-67 Duncan Ave., St. Louis 10, Mo.

Featuring a time switch which automatically shuts off charge according to its setting, the unit reportedly will charge batteries, in parallel, overnight. Charger is mounted on wheels and has telescopic handle which saves space for storage and allows it to be carried conveniently on service truck, the manufacturer said.

Want more info? Use coupon on page 102 and you will get it!

### 917—Repair Stand

A roto-drive repair stand for engine, rear axle and transmission overhauls has been introduced by Manzel, Division of Houdaille Industries, Inc., 315 Babcock St., Buffalo 10, N. Y.

The foremost feature of the stand is that when the unit to be repaired



has been mounted, it can be rotated a full 360°. An entire repair job and reassembly reportedly can be completed without removing the work from the stand and without manual lifting, turning or heavy labor. Both pedestal and portable base models are available. Portable models are mounted on ballbearing casters and roller bearing rear wheels. Lock screws prevent creeping, the manufacturer said.

Want more info? Use coupon on page 102 and you will get it!

### 918—Radiator Hose

A flexible radiator hose of full molded construction, featuring a special coil spring steel spine that prevents wall collapse, has been announced by Durkee-Atwood Co., Automotive Division, 215 7th St., N. E., Minneapolis 13, Minn.

Molded of neoprene rubber throughout, the hose is reported highly resistant to heat, oil, grease, anti-freeze, rust inhibitors, etc. Fabric reinforcement imbedded into the ends of the hose protect the inner tubing from abrasions and wear and greatly increase its strength, the company said.

Want more info? Use coupon on page 102 and you will get it!

### 919—Lamp Chart

A 17" x 22" three-color wall chart showing large, detailed photographs of style differences among its standard and de luxe "Thin Model" line



and giant directional signal lights for trucks, tractors, trailers and buses, plus a wide selection of directional signal switches, has been announced by Alco Division, Auto Lamp Mfg. Co., 2909 S. Indiana Ave., Chicago 16, Ill.

Want more info? Use coupon on page 102 and you will get it!

### 920—Leather Cleaner

A cleaner for leather, leatherette and plastic upholstery containing lanolin, neat's-foot oil and silicone, which reportedly softens and preserves as well as cleans, has been introduced by Mac's Super Gloss Co., Inc., 6040 N. Figueroa, Los Angeles 42, Calif.

Want more info? Use coupon on page 102 and you will get it!

### 921—Safety Belt

A safety belt for small children, which reportedly holds the child securely while allowing him to stand, sit or lie down on the car seat, has been announced by Gusto Mfg. Co., 737 Forrest Rd., N. E., Atlanta, Ga.

Made of top-grain leather with suede finish, "Safetyke" belts may be removed from car seat with a



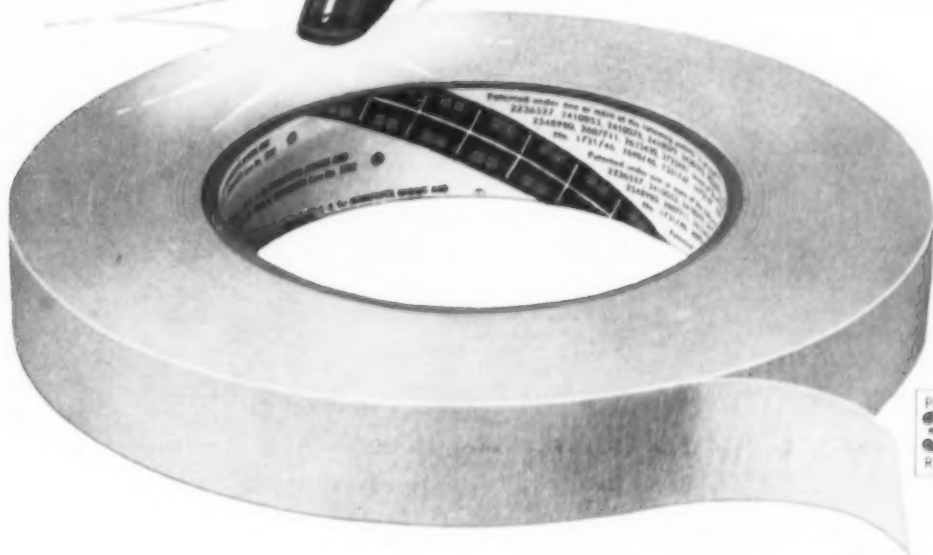
single snap for use elsewhere, a feature allowing quick removal of child from car in case of an emergency, the company said. Belts are available for solid or divided seats and without shoulder straps for larger children in a family.

Want more info? Use coupon on page 102 and you will get it!

NEW FORMULA  
REG. U.S. PAT. OFF.  
**SCOTCH**  
BRAND  
MASKING TAPE

with the

*Magic Touch!*



PRODUCT OF  
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RESEARCH

**YOU ASKED FOR IT!** A masking tape tailored to meet today's high-speed masking requirements. And here's your answer—new formula "Scotch" Brand Masking Tape with the exclusive MAGIC TOUCH. It goes on so easy . . . sticks so tight . . . comes off so clean.

**USE NEW FORMULA** "Scotch" Brand Masking Tape with the MAGIC TOUCH for all your repaint work. It's the *surest* way to turn out top-notch two-tone and all-over paint jobs! Order the rolls with the bright plaid cores from your 3M jobber. Better do it *today!*

Only "SCOTCH" Brand Masking Tape has the *Magic Touch!*



GOES ON  
SO EASY!



STICKS  
SO TIGHT!



COMES OFF  
SO CLEAN!

Only NEW FORMULA "SCOTCH" BRAND does all three!

The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Company, 80, Paul B. Minn. Export Sales Office: 80 Park Ave., New York 16, N.Y. In Canada: P. O. Box 757, London, Ontario.

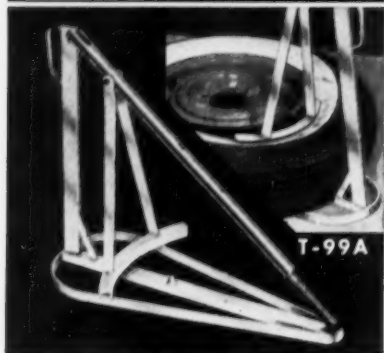


## BREAK BEADS

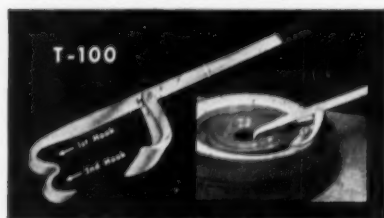
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## KEN quality job-designed BEAD BREAKERS

Now... Improved design handles  
NYLON and TUBELESS  
beads with unprecedented ease



**Ken DeLuxe Bead Breaker . . .** For passenger car and light truck tires—Nylon, tubeless and tube-type. Now break beads on all types of wheels with greatest of ease. It's a whiz! Finest quality.



**Ken Presto . . .** For all passenger car tires and safety wheels—Nylon, tubeless and tube-type. Two hooks for greater versatility. Chrome alloy steel handle can't bend, even under heavy pressure. Won't mar tire or wheel!



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For cars,  
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Tremendous leverage. Portable.  
Forged chrome alloy steel.

See your jobber!

SAVE LABOR, TIME AND MONEY.  
INSIST ON KEN TOOLS. Finest Quality  
and Design. Largest Exclusive Mfgs. of  
Tire Changing Tools and Equipment.

**The KEN-TOOL Mfg. Co.**  
AKRON 5, OHIO

## 922—Follow-Up System

A follow-up record system using one simple card for "current," "previous month," "90-day," "120-day," "150-day" and "180-day" customers has been introduced by Simplicity Merchandiser, 420 N. W. 4th St., Oklahoma City 3, Okla.

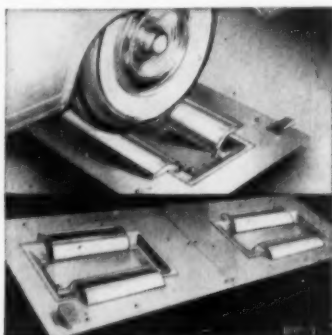
With no pigeonholes, file folders or tabs, the system is said to offer more complete information at less cost than any other customer follow-up system.

Want more info? Use coupon on page 102 and you will get it!

## 923—Testing Device

A testing device said to introduce "an entirely new concept in power train testing, which brings to the service industry most of the advantages of actual on-the-highway testing without any of its problems or inconveniences" has been announced by Bear Mfg. Co., 2016 Fifth Ave., Rock Island, Ill.

By driving rear wheels of the vehicle on four free-rolling drums which operate on a treadmill prin-



ciple and are sunken into the concrete garage floor, service troubles in automatic transmission and ignition systems, differential, carburetion, etc., may be duplicated at actual road speeds for on-the-spot diagnosis and correction, the manufacturer said. The "Autrol" requires a space of only 30" x 96" x 10" deep. The 1/4" contour cut steel drive-on cover plates are flush with the floor. Sweep-out wells at roller ends facilitate cleaning. Traction rollers are dynamically balanced and mounted on permanently-sealed pillow-block ball bearings. Shields protect three sides of each set of rollers and foot-operated locking brake holds traction rolls when driving car on and off.

Want more info? Use coupon on page 102 and you will get it!

## 924—Cleaner-Glaze

A car glaze which is said to be easy to apply and will clean and glaze in one operation has been announced by Mac's Super Gloss Co., Inc., 6040 N. Figueroa, Los Angeles 42, Calif.

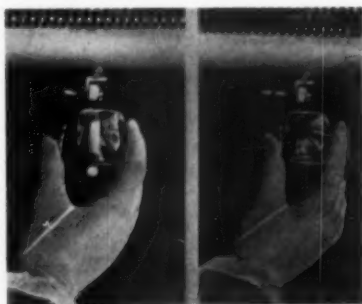
Glazing ingredients, including carnauba wax and imported resins, have been combined with cleaning agents said to do a thorough job and to be kind to car finishes. The resulting high-luster finish is reportedly so hard that it won't finger-mark and will last up to six months.

Want more info? Use coupon on page 102 and you will get it!

## 925—Ashtrays

Self-cleaning ashtrays, said to be adaptable to any instrument panel, which snatch away discarded cigarette stubs, extinguish the fire and vacuum-pack them for future disposal, have been introduced by Walker Engineering & Mfg. Co., 4707 S. E. 17th Ave., Portland 2, Ore.

When cigarette stub is placed in receptacle, a touch of the button on



the side of the tray causes vacuum power to pull the stub through a tube into a glass container under the hood, where continual vacuum in the container extinguishes the spark.

Want more info? Use coupon on page 102 and you will get it!

## 926—Prefabricated Buildings

A complete line of all-steel, prefabricated buildings engineered to individual requirements for maximum use has been introduced by Atlantic Steel Co., P. O. Box 1714, Atlanta 1, Ga.

The "Dixisteel" line contains 18 standard models and is designed so that the completed buildings can be virtually any width, length or height. Sidewalls range from 10' to 14' high and widths range from 30' to 70'. Building lengths can be any multiple of 20' and can be any multiple of standard widths. The rigid-frame buildings feature "post-free interiors, strong weather-tight covering and quick, economical expansion," which make them exceptionally well suited to warehouse or manufacturing use.

Want more info? Use coupon on page 102 and you will get it!

## 927—Spanner Wrenches

Heavy-duty adjustable spanner wrenches, said to eliminate the need for several fixed sizes, have been announced by the Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

There are two types. The "#CT-685" has two interchangeable hooks,



one 3/4" thick and the other 3/8" thick. The heavy-duty "#CT-686" has a single 3/4" thick hook. Both wrenches have 11 adjustments and fit practically all work on tractors, road machinery and heavy-duty equipment.

Want more info? Use coupon on page 102 and you will get it!



*How "hot" is the Dodge D-500?*

## Mississippi Sheriff tests five makes of cars for speed and acceleration — orders three D-500's!



*A report of this open competition by the Dodge  
District Manager of Hattiesburg, Mississippi*

"The Hattiesburg, Mississippi dealer, Talbert Leigh, Inc., contacted the County Sheriff who was planning to add three new cars to his fleet.

"To prove performance superiority of the Dodge D-500 over any make of car, he asked the Sheriff to have all the local dealers bring their fastest cars (souped-up or otherwise) to the District Highway Patrol Headquarters to run against the D-500.

"The F\_\_\_\_\_ dealer brought a power-pack Interceptor with a high-speed rear end. The C\_\_\_\_\_ salesman brought a power-pack car he had boasted around town could outrun anything. Also on hand was a power-pack O\_\_\_\_\_ and a souped-up B\_\_\_\_\_. Two dealers declined the invitation.

"With the Sheriff and his deputies present and participating, our dealer proceeded to outrun everything there so badly you could hardly call it a race.

"Then he offered to let each one of them have a four block head start, and try it again. The C\_\_\_\_\_ salesman packed up and went home, and evidently everyone else had enough except the F\_\_\_\_\_ dealer in his Interceptor.

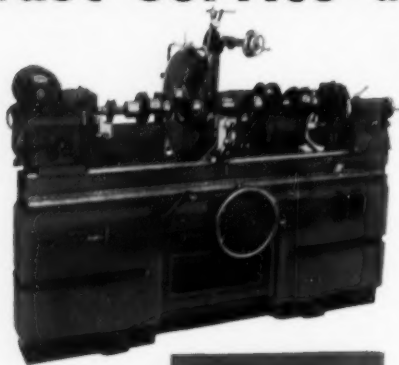
"He gave it a try with a four-block lead and the D-500 took him, with the Sheriff driving it this time. The Sheriff was so impressed he told our dealer he would buy three D-500's. He did."

## **DODGE D-500**

*America's Acceleration Champion*

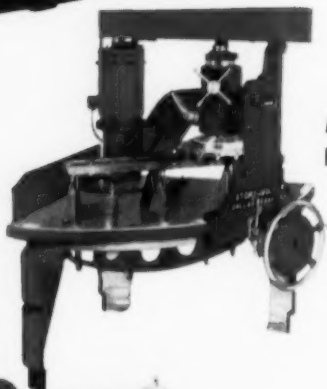
A standard production car available in all models. 260 hp. aircraft-type V-8 engine with 315 cubic inch displacement. 9.25 to 1 compression ratio. Bore 3.63 in., stroke 3.80 in. Special 12-inch center-plane brakes.

# These MACHINES build YOUR REPUTATION for fast service and precision



## MODELS 15 AND 15A CRANKSHAFT GRINDER

As America's highest in precision and fastest Automotive Crankshaft Regrinders, the Storm-Vulcan Models 15 and 15-A have made — and are still making — big money for more and more shops. Exclusive revolutionary patented features assure performance offered by no other machine!



## MODEL 85 HEADMASTER HEAD MILLING MACHINE

A fast and accurate machine with automatic feed. Dial-O-Matic control permits exact stock removal on V-8 heads to assure precision engine balance. Mills the head to the original finish. No dust, heat or distortion.



## MODELS 75 AND 75A CAMSHAFT GRINDER

Regrind Automotive, Diesel and Industrial camshafts up to 100 inches in length. Heavy duty, precision machines that duplicate any cam profile. Dial-O-Matic Control with Degree-Master indexing assures quick, accurate restoration of original specifications.

Write or wire for complete catalog. Storm-Vulcan, Inc., also manufactures Turbo-Blast Cleaning Machines, Piston Grinders, Engine Run-In and Test Stands, Cylinder Boring Bars, Rod Aligners and other Engine Rebuilding Machines and Shop Equipment.



**STORM-VULCAN INC.**  
2225 BURBANK STREET DALLAS, TEXAS

## 928—Clutch Plate Lining

Clutch plates with ceramic-type linings for heavy-duty clutches for off-highway vehicles, which reportedly reduce down-time for maintenance with high resistance to heat and frictional wear and give them up to five times the life of ordinary facings, have been announced by Lipe-Rollway Corp., 806 Emerson Ave., Syracuse, N. Y.

The ceramic friction material is compressed within shallow metal cups or "buttons," with six such buttons comprising the facing on each side of the plate for clutches up to 14", and 12 on each side for clutches 14" and over. The buttons are mounted back to back on either side of the clutch plate, with a single tubular rivet holding each pair in place.

Composed of inherently heat-stable ceramic and metallic ingredients, the



facings show high resistance to wear and retain their original high-friction characteristics even under extreme heat conditions, making possible a load capacity up to 50% greater than with conventional facings, the manufacturer said.

Heat generated by use of ceramic facings is reported to be dissipated more quickly, since air is permitted to circulate through the spaces around the individual retaining cups. Heat thus is conducted away from the friction surfaces and into metallic parts, with absorption taking place in the driven disc rather than in the pressure plate.

Ceramic facings are also suitable for certain special applications in on-the-road equipment, according to the company.

Want more info? Use coupon on page 102 and you will get it!

## 929—Testing Units

A series of test units, designed to measure ignition advance, engine speed, temperatures and vacuum while the car is in operation, has been announced by Allen Electric and Equipment Co., 2101 North Pitcher Street, Kalamazoo, Mich.

Consisting of spark advance, tachometer, temperature and vacuum units, the road test equipment can be obtained as a group or as individual units, according to the user's requirements.

Want more info? Use coupon on page 102 and you will get it!

**DUCO PRIMER-SURFACER  
REALLY DRIES FAST**

**SANDS EASIER, TOO**



## And High-Speed DUCO® Primer-Surfacer has great color hold-out . . . cuts compounding!

To get high-gloss color coats, start with the primer-surfacer that's made for high color hold-out—by the leading maker of car colors! "Duco" Primer-Surfacer keeps color from sinking in and looking "hungry". . . gives the right base for a *uniformly* beautiful gloss. And high gloss really saves on the compounding!

You'll like the other easy-working features of "Duco" Primer-Surfacer, too—

- 1) **Stays uniform** in the cup after thinning . . . makes it almost impossible for pigment to settle out and cause pinholing.
- 2) **Fills fast and dries fast**—less waiting to spray color.
- 3) **Sands smooth and easy** without tearing or pulling.

Try High-Speed "Duco" Primer-Surfacer—it reduces 2 to 1—which means it costs less "at the gun" than many "bargain" primer-surfacers. Now comes in four colors for best results on every job. It's available at all Du Pont jobbers.

### DU PONT REFINISHING MATERIALS



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



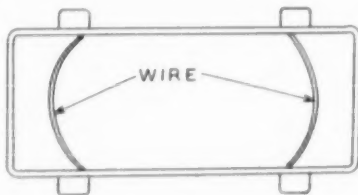
## TIME SAVERS

### How to Make Retainer For Dome Lamp Lens

**T**HE dome lamp lenses on Fords, Mercurys and some other cars are made of soft plastic and have no retainer to keep them pushed into the sides of the lamp reflector. Due to vibration, changes in temperature, etc., the lens often contracts, allowing the lugs on it to pull out of the reflector and the lens to fall.

Here is a good way to maintain a tension on the lens lugs and thus keep them pushed into the reflector: Bend two short pieces of spring wire from an old choke cable, as shown in the sketch, and place them inside the lens. Push lens into place in the reflector, making sure each lug fits into the

corresponding slot in the reflector. The tension on the wires will prevent any further creep or contraction of the lens and it will remain there until pried loose. When the light is on the wires will be dim-



ly visible, but if they have been properly placed they will appear as part of the lens. — *R. D. Hudgens, 2814 Lillian Street, Shreveport, Louisiana.*

### Installing Double Screen In Mercury Carburetor

**W**HILE it is generally acknowledged that the one sure way to keep dirt out of a carburetor is to make use of a good fuel filter, there are times when it can't be done.

When this happens on a Mercury job, a double screen can be installed in place of the single one regularly used in only a few minutes, without extra cost, in the following manner:

Remove the cap from the existing screen and kink another screen, without cap, just enough to fit inside the first screen. Roll the two screens around a screwdriver or similar tool until they fit snugly together, then fit them over shoul-

**EVERY**  
**3**  
**SECONDS**  
**ANOTHER**  
**MUFFLER IS**  
**SOLD!**

**MAKE IT A**  
**HAVILAND**  
**MUFFLER**  
**REDESIGNED FOR TOP QUALITY**  
**AND PERFORMANCE**

**Arnold Haviland Company**      **Defiance 7, Ohio**



## GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.

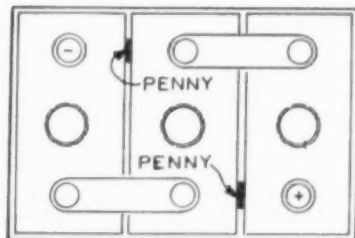
der on fuel fitting. Place the cap on the assembly of two springs, making sure the coil spring which keeps the cap in place is in carburetor passage, and tighten fitting into carburetor.

Such a screen will not keep all the dirt out but may stop enough to prevent trouble. — Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

### Preventing the Corrosion On Battery Connection

HERE is a way I have found to prevent corrosion of battery cable connections:

First, clean the battery and cables as thoroughly as possible and then stick a copper penny



down in the soft tar beside the battery post, both positive and negative. The penny will collect the corrosion and prevent it from collecting on cables and post.—H. M. Treadwell, 3289 Hallwood Circle, Macon, Georgia.

Editor's note: We don't know. You might try it.

### Replacing Chevrolet Throttle Wires

WHEN the choke or throttle wire breaks at carburetor on Chevrolets, it is difficult to remove the assembly from dash because of radio or other obstructions.

To replace wire quickly, remove housing from carburetor and straighten out. Then remove wire from dash and insert new one, leaving original housing intact.—C. Kernaghan, 2324 Harris, Independence, Missouri.

### Installing Windshields In the 1956 Fords

WHEN installing windshields in the 1956 Fords, the upper chrome molding is hard to hold in place.

To avoid this bother, I grind off the hooked edge on the molding that fastens in the rubber and leave it off until I have the windshield installed. Then I grease the edge that has been ground, place a long punch in the hole in each end and insert punch in screw hole in the windshield frame. Besides preventing trouble with the molding while installing the windshield, this way the molding will work right in the groove in the rubber. This also gives a better chance to glue behind the rubber.

## It Pays to Feature Porters!

 <p><b>PORTER STEEL-PACK MUFFLER</b> for better mileage, greater power, straight-through type, lasts 2-5 times longer than ordinary mufflers.</p>	 <p><b>PORTER HOLLYWOOD MUFFLER</b> for softer exhaust tones, reduced back-pressure, new echo-chamber type.</p> <p><b>PORTER RESONATOR</b> combined with a Porter muffler, reduces noise factor to a minimum.</p>
---	--

...they mean extra value to  
buyers and dealers

Why feature Porters? For the same reason your customers want them — no other muffler exhaust system offers so much. The Porter name means high quality. It's the symbol of more than 20 years experience in research, design and engineering of thousands of mufflers. And it's the mark of integrity, dependability, honest dollar-for-dollar value. If you're interested in a Porter dealership in your territory, write today for complete information!

**PORTER MUFFLER MANUFACTURING CO., Inc.**  
11820 West Olympic Blvd., Los Angeles 64, California



Remove punches, install a screw in each hole and the job is done.—*Arden Grubb, Britton Ford Sales, Louisa, Kentucky.*

### Protecting All Circuits On 12-Volt Systems

**S**INCE the 12-volt battery has been introduced, the danger of shorting out wiring while working under the dash has been more than doubled.

Most mechanics make a practice of disconnecting the ground cable

from the battery before attempting electrical repairs in restricted areas. While this is a good habit, it kills the entire circuit and eliminates the facility of checking instruments, switches and lights under actual conditions.

By placing a jumper in series with cable and battery post, when the battery ground cable is removed, all circuits are protected and work under the dash can proceed in safety.

To make a jumper, use an inline 20-ampere fuse retainer and

two 25-ampere battery clips. An even better arrangement may be had for a small additional cost by using a small circuit breaker similar to Cadillac part No. 4615520 for window lift circuits instead of the fuse. The starter, of course, will not operate with this arrangement.—*Maxwell Breithaupt, Jordan Auto Company, Natchez, Mississippi.*

### Installing an Air Cleaner On Nash 40's, Ramblers

**W**HEN installing the air cleaner on '51 and '52 Nash 40 series and '51 and all later Ramblers equipped with an air cleaner brace, the brace should always be bent in order to exert a slight pressure against the cleaner.

If the brace stands away from the cleaner and is drawn to it by the attaching bolt, the constant pressure will break the lower flange on the carburetor body where it fastens to the throttle body.—*Victor McGee, L. E. Dick Motor Company, 415 North 7th Street, Mayfield, Kentucky.*

### Electrical Handbook Issued by AEA

**I**SSUANCE of the 1956 edition of the AEA Electrical Specifications Handbook, giving necessary adjustment and test specifications on starters, generators, distributors and regulators, has been announced by the Automotive Electric Association.

Data is listed by make and unit model number and includes specifications on passenger cars, trucks, tractors, marine, etc. The price is \$1. Servicemen may order direct from the Automotive Electric Association, 16223 Meyers Road, Detroit 35, Mich.

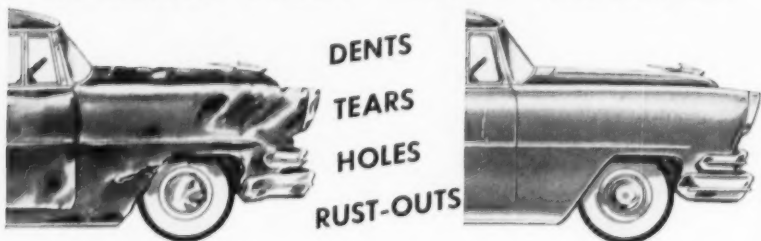
### Adams to Head Advertising For American Motors

**A**PPPOINTMENT of Fred W. Adams as director of automotive advertising, sales promotion and merchandising of American Motors Corp. has been announced by Roy Abernethy, vice-president in charge of distribution and marketing.

Adams joined Nash Motors Division in January, 1955, as director of advertising and merchandising. A year later he was promoted to assistant sales manager in charge of advertising and merchandising for Nash.

## KwikMetal COLD SOLDER

**WORKS FAST • NO MIXING!**



### KwikMetal Does It Best!

### Repair Jobs Are Done Quickly, Profitably!

KwikMetal Cold Solder applies like putty, right from the can! Just apply and let dry . . . and it dries to a hard metallic finish ready for sanding and painting. You can apply

KwikMetal in the time it takes to mix other repair materials! And, one pound of KwikMetal does the work of six pounds of lead. This is why KwikMetal is the leader!

### KwikMetal gives all these advantages

- rust-proof
- water-proof
- low cost
- easy to use
- won't jar out
- 1 lb. does work of 6 lb. lead
- no mixing
- no heat or flame
- no special equipment
- safe to use
- just apply—let dry
- no holes to drill for adhesion



Don't forget the handy KwikPatch Kit containing KwikMetal, KwikSolv Solvent, and a roll of economical KwikPatch Fabric Patch. Many sizes.

KwikMetal is COLD MAGIC! Send for FREE folder and price list on ideas for using KwikMetal!



## ATOMIZED MATERIALS COMPANY, INC.

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Pittsburgh 5, Pa.



## Go! Man, Go!



Go after quicker turnover,  
higher profits with the  
Vitalic line.



You get a top quality com-  
plete line of batteries at prices  
your toughest competitors  
can't touch!



You get quick delivery di-  
rectly to your door by fac-  
tory trucks. You get money-  
saving service that can't be  
matched!



Go! Man, Go! Go to your  
telephone now, and call for  
details.

# VITALIC Batteries

Manufactured by the South's Largest Independent Battery Manufacturer . . . Established 1933

Vitalic Battery Company, 2040 Amelia, Dallas Texas

Telephone LAKeside-5108



The new home of The Tole Co., El Paso, Texas, contains 5,000 square feet of floor space and 4,000 for off-street customer parking. Operations were begun in 1946 with 1,800 square feet and expanded in 1947 to 3,600. The company, which changed from full-line jobbers to specialists, employs three outside salesmen and has a total of 11 employees.

## Jobber News

(Continued from page 43)

### 32 Southerners Accepted For MEWA Membership

**T**HIRTY-TWO southern firms were among 62 wholesalers accepted for membership by Motor and Equipment Wholesalers Association

tion in the second quarter of 1956.

The most recent southern members:

Appalachian Auto Parts Co., Knoxville, Tenn.; Auto Tire & Parts, Cape Girardeau, Mo.; Auto Parts Co., Inc., Kingsport, Tenn.; Auto Parts & Supply Co., Inc., Greenville, S. C.; Berry Bros., Inc., Lake Charles, La.; Bewick Supply & Equipment Co., Kansas City, Mo.; B & H Auto Supply, Inc., Cape Girardeau, Mo.; Blair Motor Sup-

ply Co., Clarksburg, W. Va.

Clay Center Auto Parts, Clay Center, Kan.; Compton Auto Parts Co., Martinsville, Va.; Continental Auto Supply, Harrison, Ark.; Cookeville Auto Supply Co., Cookeville, Tenn.; Decatur Auto Parts Co., Decatur, Ga.; East Alabama Auto Parts, Opelika, Ala.; Elkton Auto Parts, Elkton, Md.; Etowah Welding & Parts, Etowah, Tenn.; Garner Supply Co., Beaumont, Texas; Genuine Parts, Inc., Gastonia, N. C.; Groseclose Auto Electrical Service, Bluefield, W. Va.

Harrisonburg Wheel & Parts, Inc., Harrisonburg, Va.; Harwell Auto Parts Co., Sikeston, Mo.; Johnston Auto Supply Co., Dothan, Ala.; Kopp & Arnold, Inc., San Antonio, Texas; Mazer Bros. Auto Parts & Equipment Co., Baltimore, Md.; National Parts, Inc., Bluefield, W. Va.; Petree Brothers, Pensacola, Fla.; Reynolds Automotive Supply, Texarkana, Texas; Smith Auto Parts Co., West Plains, Mo.; Suwannee Auto Parts Co., Live Oak, Fla.; Taylor Parts & Supply Co., Inc., Andalusia, Ala.; Twin City Auto Parts Co., Bristol, Tenn., and Waynesboro Auto Parts Co., Waynesboro, Va.

## Here's Your Opportunity for...

*Just ask 'em...*

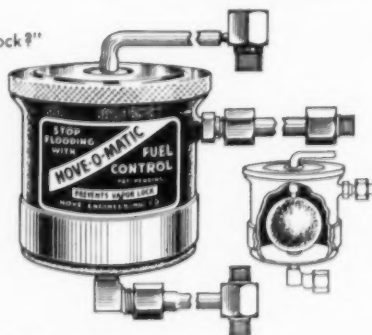
"Are you satisfied with your gas mileage?"

"Does your car/truck

- ✓ Start hard when hot?
- ✓ Die at stop signs?
- ✓ Flood easily or vapor-lock?"

## HOVE-O-MATIC FUEL CONTROL

- ... Lets the carburetor deliver correct-mixture automatically
- ... Gives amazing smooth power
- ... Assures best gasoline mileage ever
- ... Install in minutes
- ... Prevents tune-up come-backs



Nationally Advertised—Amazing Consumer Acceptance

Ask your jobber or write today for Free Catalog giving Complete Information

By The Makers of 3½ Million Spark-O-Liners

## HOVE ENGINEERING COMPANY

529 SO. SEVENTH STREET • MINNEAPOLIS 15, MINNESOTA

### Friction Materials Elects Sullivan President

**L**EO S. Sullivan of The Russell Mfg. Co. has been elected president of the Friction Materials Standards Institute, Inc.

Other officers are William J. Vachout, Molded Materials Division, Carlisle Corp., vice-president; Vincent A. Spina, Scandinavia Belting Co., treasurer, and Miss Harriet G. Duschek, who is the secretary.

Directors are Frederick C. Weyburne, Marshall-Eclipse Division, Bendix Aviation Corp.; Franklin A. Miller, Raybestos-Manhattan, Inc.; Howard Snow, Southern Friction Materials Co.; George S. Lamson, Thermoid Co., and Richard A. Riley, World Bestos Corp.

### Seifert Hires Arch Evans

Jim Seifert Agency of Houston, Texas, has appointed Arch Evans associate representative in the Louisiana - Mississippi territory. Evans, who previously represented Allen Electric in this territory for eight years, will carry out the company's program of demonstration on a scheduled basis with distributors from his office at 1815 Glendale Ave., Baton Rouge, La.



# Sludg-Master "Pict-O-Poem"

## ENGINE GROWL

When cars come in with engines dragging and pinging—and when motors are hard to start.



## DON'T SCOWL

Don't worry about taking the engine apart to clean pistons, rings, valves and lubricating system . . .



## POUR THE CURE

One can of Sludg-Master in the crankcase dissolves sludge — prevents oil thickening — gives "new engine" performance . . .



There's no surer way to bring customers back — win new customers — and build profits than by providing top service at low cost and by helping them to keep their cars in top shape with all Rust Master Products.



**RUST MASTER — LEAK MASTER — SLUDG-MASTER — CARB MASTER — PARTS MASTER**



PRODUCTS WORK WHILE YOU RIDE!  
**Rust Master**  
CHEMICAL CORP.  
MFG. CHEMISTS

50-56 CROFTON ST., CAMBRIDGE 40, MASS.  
*The silent partners of motor efficiency*

## Sooner Boosters Honor Their Ex-Presidents

**G**EOGRAPHY of residence is no restriction on those who are invited, so upwards of 200 Boosters—plus a good many wives—are expected in Oklahoma City the night of Sept. 8 for a dinner in honor of the past presidents of Automotive Booster Club, Sooner 37, according to Ken Stout, president.

International officers have been invited as honor guests and all Boosters everywhere are invited at the regular price of \$5 a plate for the dinner, to be preceded by a social hour. Any past president of any club will be welcome as a guest of B-37, free.

"Naturally, we don't know yet how many international officers will be present," Stout said. "We expect most of those in attendance to be from clubs in this part of the country, but Boosters everywhere, and their wives, are welcome and we hope they will be here from all sections."

Oklahoma City's Biltmore Hotel will be headquarters with the dinner scheduled at 8 p.m. The social hour has not been definitely sched-

uled as to time, according to President Stout.

Following the dinner and introduction of all guests, there will be an address by Bill Alexander, nationally known for his oratory. When he is not hopping from place to place to make addresses, Alexander is pastor of the First Christian Church of Oklahoma City.

Stout is still puzzled as to how the Oklahoma City club can anticipate the number of Boosters and wives who will attend. He expects to have post cards distributed by southwestern clubs and asks that anyone who expects to be present notify B-37 in writing.

The club address is 618 Globe Life Bldg., Oklahoma City, Okla.

G. A. DeLong (top) has been appointed to represent Bendix-Eclipse Division products in Georgia, Alabama, eastern Tennessee and South Carolina, with headquarters in Atlanta. He was formerly branch manager of American Hammered Piston Ring Co. in Atlanta. W. O. Allen, (above) formerly division manager for Gould National Batteries, has returned to Bendix as representative in West



Virginia, Virginia and North Carolina, with headquarters in Lynchburg, Va.

**TRU-TORQUE**  
METAL EXPANDER  
**SAFETY CUPS**

**MORE ECONOMICAL  
MORE PROFITABLE**

**ASSURE  
BETTER  
PERFORMANCE**

**WHY REPLACE WHEEL CYLINDERS** when you can do a better job with TRU-TORQUE Safety Cups.

Most cylinder leaks are a result of cup failure (caused by excessive heat of modern brakes) — rather than worn or pitted cylinders.

TRU-TORQUE Safety Cups (with metal expanders) eliminate this type leak and protect you against costly comebacks. Makes it possible for you to do the Best Brake Job.

**ASK YOUR JOBBER ABOUT TRU-TORQUE  
OR WRITE FOR NAME OF NEAREST JOBBER**

**OTTO-ITEMS**

1200 RECO AVE. • ST. LOUIS 22, MO.

*the World's Finest*

**Snugl**  
Wheel Balancing Weights

"Standard of the Trade"

**CONTOURED TO FIT THE RIM**

**SNUGL**  
Wheel Balancing Weights are recognized as the "Standard of the Trade," designed right and made right to give Better Fit, Better Balance, Finer Appearance and Easier Application. We manufacture the most complete line for Passenger Cars, Trucks and Buses, 8 types covering 74 sizes . . . finer graduations that assure better, more accurate balancing.

**Has been proved OK by Tubeless Tire Mfrs.**  
The lip of the SNUGL Spring Steel Clip is beveled for easier application and to prevent clip from gouging into tire, a necessary requirement on Tubeless Tires. When you buy SNUGL you can be sure of getting the World's Finest Wheel Balancing Weights as well as the most modern. The name SNUGL (Registered Trade Mark) on every weight is your Guarantee of complete satisfaction. Write for our new brochure and name of your nearest jobber.

← **SNUGL'S New Tubeless Tire Clip**

Our New SNUGL Clip is contoured to fit the rim . . . the only tailor made clip on the market. It has been used for many months and proved OK by Tubeless Tire Manufacturers.

**SNUGL WHEEL WEIGHT MFG. CO.**  
Division of Mid-Western Auto Parts  
KOKOMO, INDIANA MANUFACTURERS WHITTIER, CALIF.

## THE RAYBESTOS 7-POINT BRAKE CHECK

## YOU JUST MAKE THESE 7 QUICK CHECKS

1. Pull front wheels and inspect linings
2. Check brake drums
3. Inspect front wheel bearings
4. Clean brake assembly
5. Check hydraulic system
6. Adjust brakes or recommend a reline
7. Road test brakes

[illegible]

**MAKE WHEELS OFF PAY OFF! SEE YOUR RAYBESTOS JOBBER TODAY!**

**RELINER WITH**

RELINE WITH  
**Raybestos**<sup>®</sup>  
AMERICA'S BIGGEST SELLING BRAKE LINING

## AMERICA'S BIGGEST

## SELLING BRAKE LINING



RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Rubber Covered Equipment • Asbestos Textiles • Laundry Pads and Covers • Packings • Abrasive and Diamond Wheels • Bowling Balls

## 56 Directors Are Named For '57 Midwest Show

FIFTY-SIX directors, representing Missouri, Illinois, Arkansas, Kentucky, Indiana and Tennessee, were selected and approved at the first combined meeting of officers, directors and committee members of the Midwest Automotive Trade Show, to be held May 9-12.

The site will be Kiel Auditorium in mid-town St. Louis, Mo. Joseph Haenny, general manager, reported that unusually convenient booth accommodations will be available, with ample storage space behind each booth. There will be no posts or other obstructions in any booth location. The auditorium is completely air conditioned.

Al Kreutzer, chairman of the sponsoring wholesalers committee, reported that 152 wholesalers have already signed as sponsors. The goal is 600 — 200 more than for the 1954 show.

Plans for publicizing the event are well underway, L. C. Dobrunz, publicity and promotional chairman, reported. All indications point to a highly successful 1957 show, he said.



## Voit Rubber Corp. Hires "Lock" Loughridge

J. W. "Lock" Loughridge, a veteran in the automotive distribution field, has been added to the W. J. Voit Rubber Corp.'s sales

force.

Prior to joining Voit, Loughridge represented the Rust Master Chemical Corp. in Texas, Oklahoma, Arkansas and Louisiana. He is a former district manager for Gates Rubber Co.



**National**  
triple PIECE CHROME PLATE

WHEEL COVERS—  
Specific Car Models

Beautifully chromium plated, interchangeable—with original equipment covers, and applicable to other cars with 15" wheels. Fitted with National's universal attachment springs which prevent covers from SLIPPING, TURNING or SQUEAKING.

UNIVERSAL STYLE COVERS

A complete line . . . embossed Emblem Styles . . . "Springer" Bar Style . . . plain Marginal Bead Style, and others in both 15" and 16" sizes. Fitted with National's universal attachment springs.

AMERICA'S MOST COMPLETE AND BEAUTIFUL LINE



### Hub Caps for All Popular Cars

A complete line, heavy gauge steel, beautifully chrome plated. Engineered for perfect fit. Hub Caps for many industrial uses . . . lawn mowers, motorcycles, etc. Write us your requirements.

### Tru-Seal Gas and Radiator Caps

Gas Tank Caps for most all 1930-1954 model cars, both outside and fenderwell installations. Tru-Seal Radiator Caps are available for all popular cars. Durable Metal Displays in three colors.

### Wheel Parts—Exhaust Extensions

Precision manufactured for perfect fit and genuine safety. Buy the Handi-Pak way. Exhaust Extensions are heavily plated with bright nickel and chromium. Jewel adds beauty and safety.

BUY FROM YOUR JOBBER—Write for your copy of our complete catalog.

**NAMSCO, INC.** BELLWOOD, ILLINOIS  
(Chicago Suburb)

## EARN BIG PAY

Earn While You Learn

**DIESEL MECHANICS, AUTO MECHANICS  
WELDING, BODY AND FENDER REPAIR**

Train in our modern shops.

You learn with tools on real equipment.

Master a trade with a real future.

Many of our graduates earn \$100  
per week and up.

**THOUSANDS OF MECHANICS NEEDED!**

**\*50,000 NEEDED**

The nation's requirements for new mechanics now is nearly 50,000 a year, as motor vehicle registrations begin mounting beyond 60,000,000. It has been estimated that mechanics graduating from schools number only around 10,000 a year.

\*Southern Automotive Journal for January, 1956

- DAY AND NIGHT CLASSES APPROVED FOR VETERANS
- WRITE FOR FREE BULLETIN DEPARTMENT NO.7

**NASHVILLE AUTO-DIESEL COLLEGE**  
226 7th Avenue, North, Nashville 3, Tennessee





# "Buy Direct"

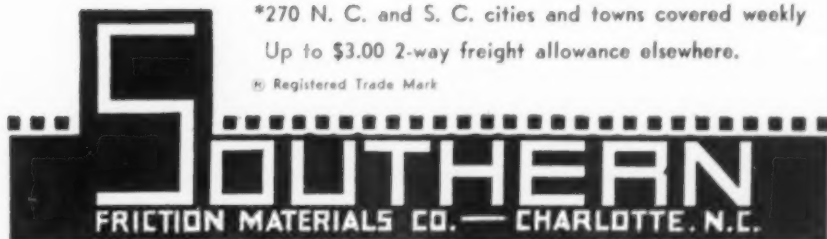
from a  
Lining Manufacturer  
and be **ON TOP**  
with

**SOUTHERN  
DOUBLE=LOCK®**  
BONDED BRAKE SHOES

**JOBBERs.** buy your Bonded Brake Shoes **DIRECT**  
from the South's only source that:

- |  |                                    |
|--|------------------------------------|
| <u>1. MAKES ITS OWN LINING</u>                         | <u>2. MAKES ITS OWN ADHESIVE</u>   |
| <u>3. SUPPLIES THE NOW-FAMOUS<br/>DOUBLE=LOCK BOND</u> | <u>4. OPERATES ITS OWN TRUCKS*</u> |

*Your Brake Shoe Exchange Business (like ours) can Double each year, too. Compare our "Factory Direct" prices and quality!*



\*270 N. C. and S. C. cities and towns covered weekly

Up to \$3.00 2-way freight allowance elsewhere.

® Registered Trade Mark





Gary F. Davis became sales manager of the Ernest Holmes Co., Chattanooga, Tenn., last month upon the retirement of Harry C. Gould. A native of Atlanta, Ga., he joined the company in 1949 as eastern field representative with headquarters at Flushing, L. I.

#### Aro Equipment Names Stutzman

Aro Equipment Corp., Bryan, O., has named C. A. Stutzman manager of its lubricating equipment division, President Marquard J. Anderson has announced. Prior to joining Aro in 1947, Stutzman had worked for 22 years with Sinclair Refining Co.

#### Leonard Norrell Opens Arkansas Business

LEONARD Norrell, who traveled the South and Southwest as a manufacturers' representative for 20 years, opened July 16 his own wholesale parts business, Jacksonville Auto Parts, at Jacksonville, Ark.

Jacksonville, he said, is "Arkansas' fastest-growing industrial area and home of the 825th Air Division of the Strategic Air Command."

#### Permatex Names Earle West

Earl H. West, Jr., has been appointed district sales manager of Permatex Co., Inc., General Sales Manager Zac Drake announced. West, who lives in Bellaire, Texas, has been associated with a number of Houston concerns in sales capacities since 1939.

#### Ledwell Dies in Charlotte

L. L. Ledwell, assistant manager of the automotive division of Southern Bearings & Parts Co., Inc., Charlotte, N. C., died suddenly last month. Ledwell had been associated with the company for 31 years.

#### Balogh and Lockney Named by Thompson

JOHN Balogh has been appointed northeastern regional sales manager for Thompson Service Sales Division of Thompson Products, Inc. Balogh, district manager in Richmond for the past nine years, has broad automotive experience in both production and sales work.

Ray Lockney has been named district manager for Oklahoma. He is a 17-year veteran of the wholesale automotive business. A longtime resident of Oklahoma, Lockney formerly was a partner in Birdsell-Lockney Automotive Co., Enid, Okla.

#### Heckethorn Selects Carlin

Robert C. "Ki" Carlin has been appointed sales manager of the Heco Products Division of Heckethorn Mfg. & Supply Co. John A. Hamill, former general sales manager, has been named merchandising manager and will direct all phases of sales promotion and market research activities. Carlin has been sales manager of A. W. Hoffman Sales Co., Cleveland, Ohio.

Nobody throws away a pair of shoes when the shoe laces break....

*no need, either, to junk those faulty tail pipes! Repair them easily with*

**Quaker Supreme-TAIL PIPE REPAIR KIT!**



**4 numbers give 100% coverage!**

**No inventory problems**

Install it in 5 MINUTES! Remove rotted tail pipe end with hack saw. Slip TAIL PIPE REPAIR KIT over old tail pipe; move back until the rear is even with bumper, tighten repair kit clamp and refasten tail pipe hanger. It's the hottest PROFIT MAKER in the industry! Packaged individually boxed or in assortments.

SOUTHEAST REP.: L. M. HIRSIG CO. ★ SOUTHWEST REP.: HIRSIG-FRAZIER CO.

**Quaker Supreme Chemical Corp.**  
MONTGOMERY • ALABAMA

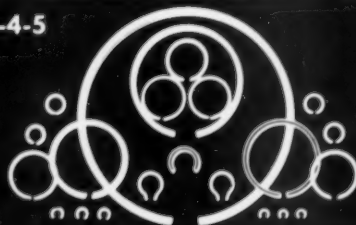
THE  
BIG



**ITEM of the MONTH**

**Automatic Transmission Parts**

**T-463-4-5**



**SEALING - RETAINING  
SNAP RING KITS**

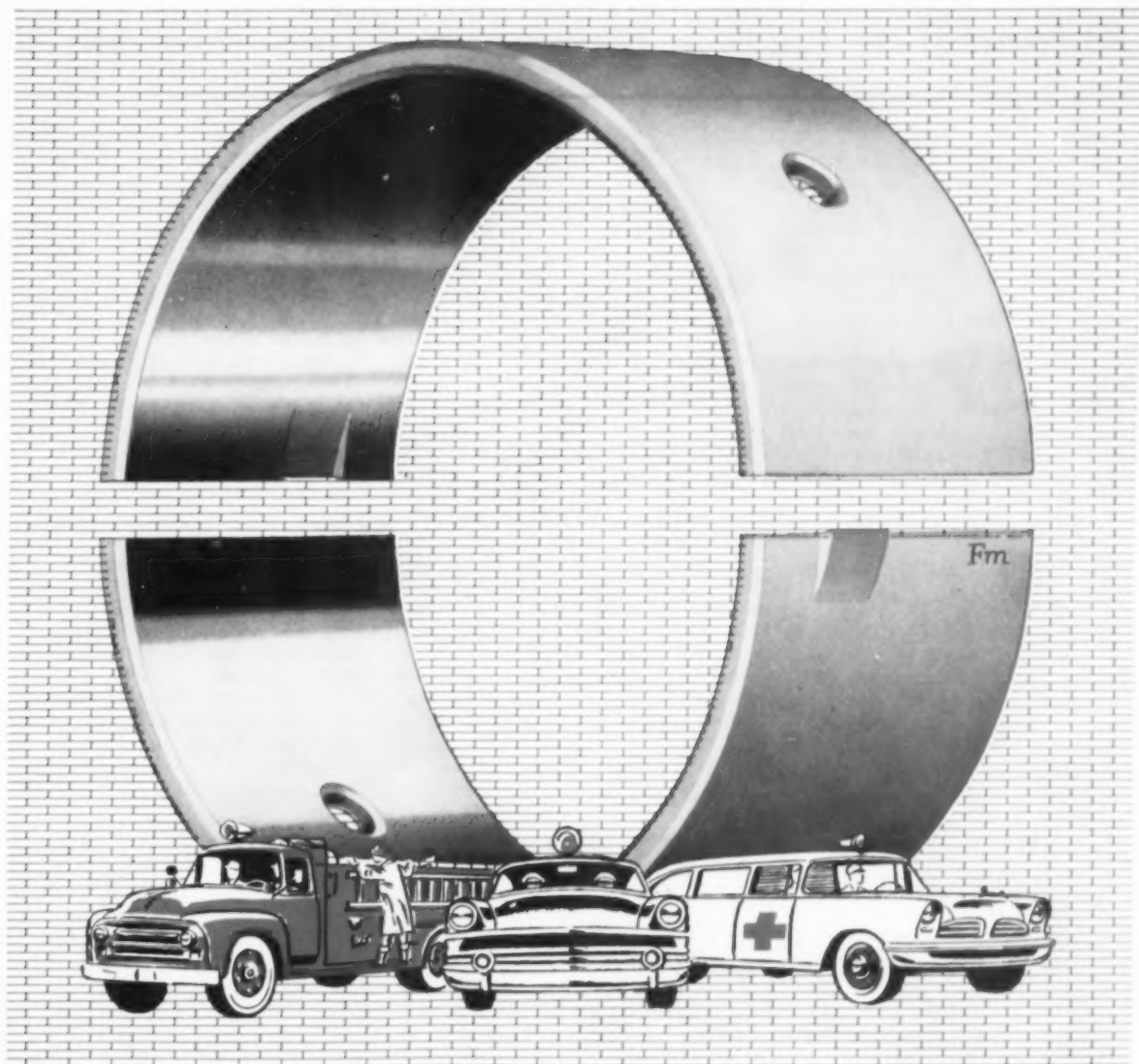
**DYNAFLOW 1948-1956**

Our Products are  
"Transmission Engineered"  
and identified by the big



**TRAMCO INDUSTRIES, INC.**

43 WEST 61st ST., NEW YORK 23, N. Y.



Where performance counts most

## GIVE THEM Fm QUALITY!

Ambulances, police and fire vehicles have urgent jobs. And so do the farm tractor, the highway truck and the salesman's car. Performance *really* counts!

When you overhaul the engine, *always* replace the bearings. It's the only sure way to rebuild performance. Replace—in sets—with genuine Federal-Mogul oil-control bearings. They're the *best-known brand* for car, truck, bus and tractor replacement. Ask your Federal-Mogul jobber!

### FEDERAL-MOGUL SERVICE

Division of Federal-Mogul-Bower Bearings, Inc.

RESEARCH • DESIGN • METALLURGY • PRECISION MANUFACTURING • SERVICE

SOUTHERN AUTOMOTIVE JOURNAL for August, 1956

Want more facts? Use Reader Service Card Page 102

127



Smith added that although advance space sales are far ahead of previous years, "good space is still available for assignment to manufacturers and distributors who wish to present products they want the retail automobile industry to know about, remember and buy."

Service clinics will be scheduled in connection with the exhibition, which will be attended not only by dealers but by service department managers and service personnel as well as representatives of the entire service trade. The exhibition will be open from 9 a.m. to 6 p.m. throughout the convention.

## Mississippi Dealers Give Three Fords to Legion

FORD dealers of Mississippi have presented three new Fords to the Mississippi Department of the American Legion and the Woman's Auxiliary for use by officials.

Newly installed Department Commander Jack Pace of Magee

expressed his gratitude, stating that their support of the Legion made a real contribution to its effective operation.

President of the Woman's Auxiliary, Mrs. A. J. Mattox, also expressed appreciation on behalf of her membership and said the dealers' generosity made the work of the auxiliary easier, in view of distances to be covered in its business.

## Monroney to Address Kansas Dealers

SENATOR A. S. "Mike" Monroney (D-Okla.) will address the 25th annual convention of the Kansas Motor Car Dealers Association at Hutchinson Oct. 3-4.

Other speakers will be Ivan L. Wiles, General Motors executive vice-president in charge of dealer relations, and Frederick J. Bell, executive vice-president of NADA.

Line-make group meetings and a panel discussion are planned.

## National Vehicle Show Begins Shaping Up

FOR the first time in 16 years representatives of the nation's automobile manufacturers met at Detroit last month to draw for exhibition spaces in a National Automobile Show.

The show, first of its kind since 1940, will be held Dec. 8 through 16 in New York City's recently completed Coliseum exhibition building, under the auspices of the Automobile Manufacturers Association. Prior to the War, for 41 years, the National Automobile Show was a traditional annual event of world-wide interest.

All American passenger-car makes will be exhibited, the AMA announced. Space was allocated to Buick, Cadillac, Chevrolet, Chrysler, Continental, DeSoto, Dodge, Ford, Hudson, Nash and Rambler, Lincoln, Mercury, Oldsmobile, Packard, Plymouth, Pontiac and Studebaker.

# "\$13,904



In only 9½ months  
**SERVICING  
RADIATORS"**

McCain - Richards, Inc.,  
Monroe, Louisiana

**INVESTIGATE THE HUGE PROFIT POTENTIAL**

"Our inland-equipped radiator department took in \$13,904.14 from April 11 through the following January! Help us maintain 100 percent service absorption. And when we pull a radiator off a car we have a good chance to sell radiator hose, thermostats, water pumps, and other related items!"

YOU CAN DO AS WELL! Pierson Chevrolet Co., Vidalia, Ga., says: "Our inland radiator repair department is the most profitable in our service department!" Robbins Motor Co., Mariow, Okla. says: "Our inland radiator department takes in \$850 a month!"

Inland, world's largest radiator servicing manufacturer, offers the complete package—equipment, training and merchandising. Mail the coupon for free new book, "Blueprint for Profit."

## INLAND Mfg. Co.

1108 Jackson St., Dept. SA-7, Omaha 2, Nebr.

"Sold Exclusively By Mail"

**FREE TRAINING  
SCHOOL**

Factory school trains you or your man quickly. Hundreds of graduates are now expert radiator repairmen. Free to inland customers.

INLAND MFG. CO., DEPT. SA-8

1108 Jackson St., Dept. SA-8, Omaha 2, Nebr.

Please send free book "Blueprint for Profit."

FIRM.....

BY.....

PLEASE PRINT

TITLE.....

ST.....

CITY.....

STATE.....

If Dealer, Car Sold.....Have Radiator Shop ☐ Yes ☐ No

## The PIONEER Tool

FOR INSTALLING VALVE SEAT RINGS

The Biggest  
Seller



THE FIRST... and still the MOST POPULAR, MOST PRACTICAL, SIMPLEST, MOST UNIVERSAL tool of its kind made.

EVERLASTING... the first tools made over 25 years ago are still in service.

**K. O. LEE COMPANY**  
ABERDEEN, SOUTH DAKOTA





# PUSH the Profit Key!

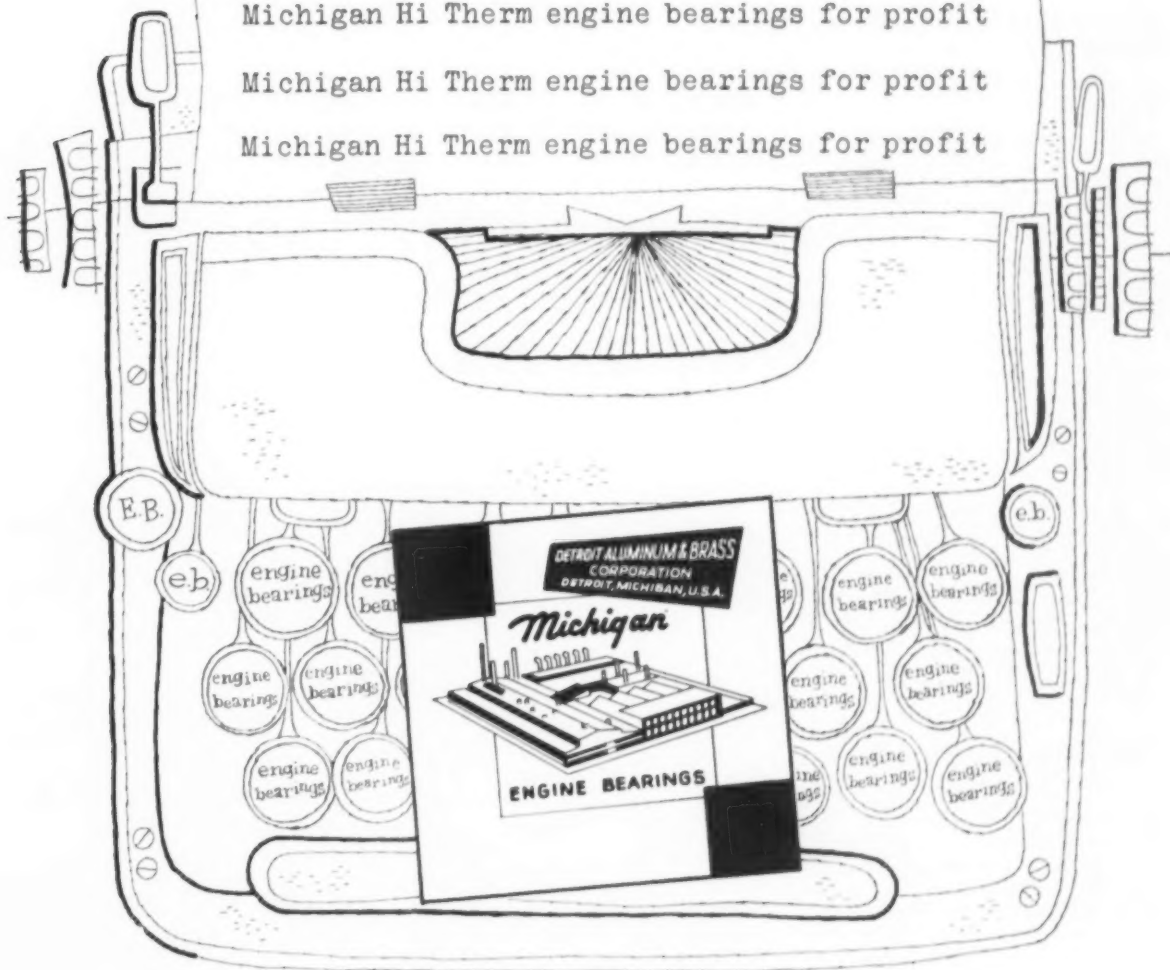
Michigan Hi Therm engine bearings for profit

Michigan Hi Therm engine bearings for profit

Michigan Hi Therm engine bearings for profit

Michigan Hi Therm engine bearings for profit

Michigan Hi Therm engine bearings for profit



In your sale of engine bearings for replacement, there's only one key to profit—MICHIGAN HI THERM. Make us prove it.

## DETROIT ALUMINUM & BRASS CORPORATION

DETROIT 11, MICHIGAN

MANUFACTURERS OF ENGINE BEARINGS FOR ORIGINAL EQUIPMENT SINCE 1925

O.D. Thomas, Atlanta regional manager for Chrysler Division (second from left), presents the coveted Chrysler Quality Used-Car Plaque to D. B. Spitzer, used-car manager for Munroe-Zeder, Inc., Chrysler dealership in Miami. Looking on are John Zeder, president of the dealership (left), and M. F. Livermore, Atlanta district manager. The dealership passed 28 exacting requirements in sales, merchandising, display and reconditioning practices in order to qualify.



## Alabama Dealers to Hear NADA President

CARL Fribley of Norwich, N. Y., president of the National Automobile Dealers Association, will address the 21st annual convention of the Automobile Dealers Association of Alabama to be held at the Buena Vista Hotel, Biloxi, Miss., Oct. 21-23.

Other featured speakers will be Ivan L. Wiles, General Motors executive vice-president; Robert M. Feemster, executive committee chairman, *Wall Street Journal*; Pierre Martineau, research director of *The Chicago Tribune*, and Mrs. George Davis "The Hobo Kid," Bettendorf, Iowa.

The Rev. William H. "Bill" Alexander of Oklahoma City, Okla., will address the Sunday night banquet, which is always a colorful event.

Tuesday will be "Dealer Day" in which dealer problems will be discussed, according to Frank R. Broadway, executive vice-president.

## Special Safety Award Given to Tarheels

GASTONIA and Craven County, N. C., each received a "Special Judges' Citation," the grand awards for best city and county vehicle safety-check programs, last month.

National Vehicle Safety-Check for Communities is sponsored by the Inter-Industry Highway Safety Committee, *Look Magazine* and the National Safety Council, in cooperation with the National Conference of State Safety Coordinators.

Great Bend, Kan., and Gates County, N. C., were winners of "National Awards of Excellence" for top national city and county programs in their population groups.

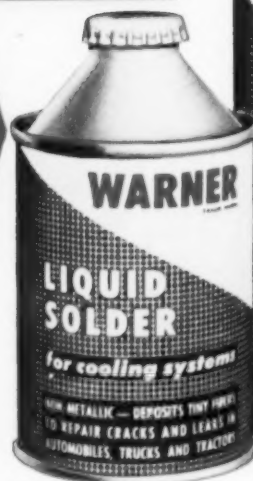
# RING UP THIS EXTRA \$2.30 WITH EVERY ANTI-FREEZE SALE!

## CLEAN

your customers' radiators with Warner Dry Cleaner before you add anti-freeze. Powerful non-acid action cleans dirtiest radiators. List price, \$1.50.

## GUARD

against leaks in cooling systems with Warner Liquid Solder. Repairs cracks and holes... prevents loss of costly anti-freeze. List price, \$0.90.



Advertised in the Saturday Evening

POST

## "Sun Sleuth" Works for Two Years At Miami for Better-Paint Study

A "sun sleuth" that has kept its automatic eye glued on the sun continuously for two years at Miami, Fla., for General Motors Research Staff may help unravel the mystery of what some of the sun's rays do to automobile finishes.

Called a spectroheliometer, the

device has tracked the sun from dawn to dusk for 8,104 hours, recording the amount and intensity of certain parts of the sun's light that are known to have a weathering effect on paints, lacquers and enamels.

It automatically transfers the "evidence" on graph paper for re-

searchers to study. Data from hundreds of feet of graph lines are still incomplete, but GM researchers have uncovered some incidental intelligence.

For example, the spectroheliometer indicates the Miami Chamber of Commerce may claim one point in favor of its sunshine. The GM instrument reports it five times brighter or more intense than Detroit sunshine.

Also, a so-called solar "twinkle" appears in Detroit's industrial atmosphere, apparently caused by invisible puffs of floating smoke.

Developed in 1952 by GM Research Staff's physics and instrumentation department, the "sun sleuth" underwent a year's trial near the GM building at Detroit before it was shipped to the Florida test field, which is operated by GM Research Staff's chemistry department.

### First Sun "Peeping Tom"

So far as GM researchers know, the instrument has produced the first continuous spectral record of the sun's daily behavior.

It was used at Miami to find out first how much sunlight falls on the Florida test field in a year. This gave researchers a measurement yardstick for indoor laboratory tests with a so-called "Little Florida" device in which paint samples are exposed to artificial sunlight from a 1,200-watt high-pressure mercury vapor lamp.

By knowing how much sunlight drenched Miami annually, researchers could expose paint to similar amounts of intense laboratory "sunlight." In a period of weeks they hope they may duplicate many months of outdoor exposure at Miami, and any speedup of testing tempo is a research bonus.

Meanwhile, while the spectroheliometer was in service, chemistry department researchers put new finish sample panels on exposure racks each month at Miami. This was done to find out how much paint weathering varied from month to month.

The amount of weathering on each new panel each month is being correlated with the spectroheliometer's reports of varying intensities and amounts of the sun's radiation, rain or shine.

Later, a research project was set up to determine how much sunlight varies in amount and intensity from sunrise to sunset through the four seasons of the year. This indicated that at Miami's latitude

...and get this **FREE**  
**8-piece Ekcoware set!**



**\$5.95**  
VALUE

8-piece kitchen tool set—free with every order of 3 dozen Warner products... any one or assorted. This beautiful set is heavy nickel plate with rich coppertone handles.

Bonus offer ends  
September 30, 1956

**Stock** and sell the complete line of Warner products now, including...

Warner Block Repair for cracked motor blocks.

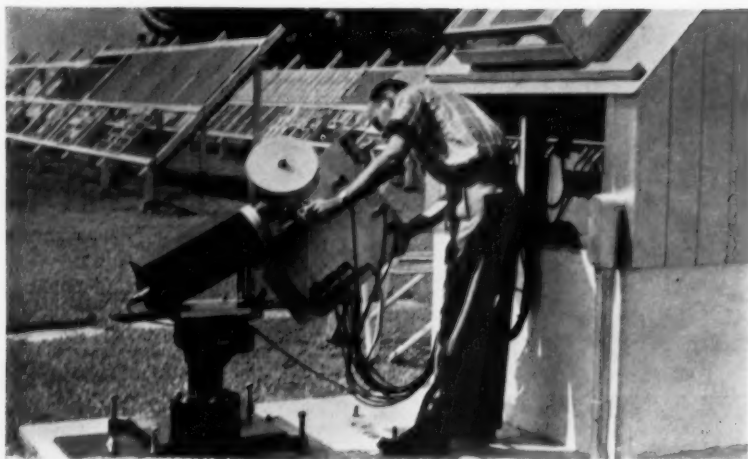
Warner Protector to guard against rust and corrosion.

Warner Liquid Cleaner for faster, more thorough cleaning action.



**WARNER** ... a famous name in  
automobile history

WARNER-PATTERSON COMPANY, 920 S. MICHIGAN AVE., CHICAGO 5, ILL.



For more than two years at Miami, Fla., this instrument, the spectro-heliometer or sunshine spectrum recorder, has made a continuous record of intensity of sunlight in various parts of its spectrum. The record is correlated with the weathering of automotive finishes (on exposure racks in background) at the Florida test field maintained by General Motors Research Staff in an effort to find out which parts of the sun's spectrum cause finishes to deteriorate under effects of Old Sol.

a paint sample panel in a fixed position took its worst "beating" from the sun either during spring or fall.

Meanwhile, studies of all this accumulated information are under way—part of an over-all effort

to make automotive finishes even more durable than they are today.

The instrument follows the sun's path in the same manner that astronomical telescopes follow paths of the stars. It picks up the sunlight and passes it through a spec-

trograph. This breaks the light into a color band stretching from the "red" to the "blue" light of the sun's spectrum.

Thermopiles convert five of the various light bands into electrical signals that are amplified approximately 100,000 times so that both amount and energy intensity of each band can be recorded on graph paper.


## GM Turns Teacher To the Teachers

A GROUP of high school science teachers assigned summer jobs in General Motors' plants to observe how the subjects they teach are applied to industry will attend an institute at GM's new Technical Center at Detroit Aug. 19-25.

In addition to supplementing their income under this experimental program, said GM Vice-President Paul Garrett, the teachers are getting firsthand knowledge of the sciences in industry to carry back to their students this fall.

"We hope in this way the teachers will be able to stimulate more interest in the study of chemistry, physics and mathematics," Garrett said.

**ELIMINATE CARBURETOR TROUBLES<sup>TM</sup>  
CAUSED BY EXCESSIVE  
FUEL PUMP PRESSURE**



**FILT-O-REG<sup>®</sup>**

COMBINATION

### FUEL PRESSURE REGULATOR-FILTER

\*STOPS FLOODING, STALLING, ROUGH IDLING. CUTS FUEL WASTE  
FILT-O-REG feeds the full and correct amount of filtered fuel to the carburetor at minimum pressure under any load, at all speeds and extreme weather temperatures. Exerts a maximum 2 lbs. p.s.i., constant fuel pressure on the carburetor float valve and seat. This provides the proper float level under all driving conditions. FILT-O-REG fits in the fuel line of any make or model car, truck, tractor or stationary gasoline engine. Factory set. No adjustment necessary. INSTALL FILT-O-REG ON YOUR NEXT TROUBLE ENGINE! Complete Satisfaction Guaranteed.



**DOES THE JOB!**



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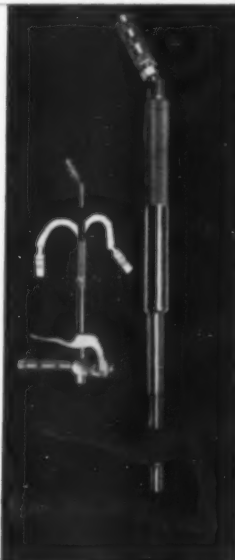
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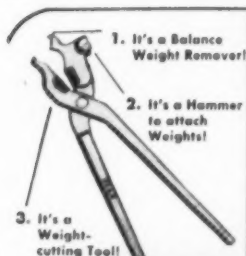
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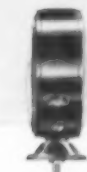
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## Chrysler Revamps Its Organization With Nine Management Appointees

A MAJOR step in Chrysler Corp.'s organizational development program was taken last month with the announcement of nine new management appointments by President L. L. Colbert.

"The new organization alignment strengthens the corporation for the intensified competition we see in the future of this industry," said Colbert. "It is the product of our continuing management study aimed at bringing about more decentralized administration of our many operations, while at the same time building up the central function of policy formation."

The appointments are:

E. C. Row, 60, was named administrative vice-president directly under Colbert, a new position. He will be the chief administrative officer of the corporation. Row has been president of Chrysler Corp. of Canada since 1951, and a few weeks ago was named president of the company's Export Division, in addition to the Canadian

company presidency. He will relinquish his export and Canadian posts.

Corp. Vice-President Charles L. Jacobson, 60, will take on the duties of vice-president for dealer relations.

William C. Newberg, 45, president of Dodge Division and a corporation vice-president, was assigned to the newly-created post of group vice-president-automotive, supervising all the corporation's vehicle divisions and the MoPar Division.

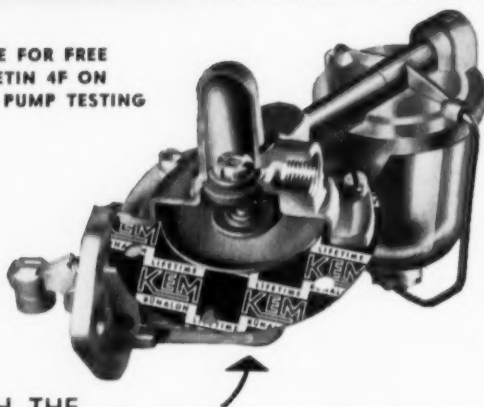
R. S. Bright, 44, corporation vice-president who has been in charge of the engine and transmission group, was named to the new post of group vice-president-basic manufacturing. He will have reporting to him the automotive component manufacturing, which includes the stamping and general manufacturing group, as well as the engine and transmission group.

M. C. Patterson, 56, vice-president in charge of manufacturing at

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Order from your jobber or direct from us.  
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The Rajah Company, 35 Verona Ave., Newark, N. J.



C. L. Jacobson (top) is Chrysler Corp.'s new vice-president for dealer relations. Announcement of the appointment of William J. Bird (center), formerly vice-president in charge of sales for Plymouth, as a member of his staff, has been made by William C. Newberg, the new Chrysler Corp. group vice-president. Jack W. Minor (above), formerly general sales manager for Dodge, succeeded Bird, Plymouth President John P. Mansfield announced.

Dodge, was named president of Dodge to succeed Newberg.

Corp. Vice-President Nicholas Kelley, Jr., 46, was named president of the Export Division, succeeding Row. Kelley relinquishes his dealer relations and organization assignments. R. C. Somerville, who shared the dealer relations assignment with him, will now work with Jacobson.

# SPECIAL Trade in OFFER!

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Model PC-10-A

**Willard** 6/12 volt 100/50 amp

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**FAN**... full power—oilless bearings.  
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## Alcoa Presents Wheel Made of Aluminum

THE nation's first forged disc aluminum wheel for tubeless truck tires has been placed on the market by Aluminum Co. of America.

The one-piece leakproof construction of the new 22.5" x 7.50"

wheel retains all present aluminum advantages in a design reportedly offering complete compatibility with tubeless tires. Combining round and true rims with high thermal conductivity, aluminum wheels provide easier steering, smoother riding and lower maintenance costs, coupled with the assurance of cooler running and longer lasting tires, said Alcoa officials. Payloads are hiked because of lighter unsprung weight.

In addition, the wheel provides maximum brake drum clearance.

The thicker rim sections are machined to assure dimensionally perfect seats for tire beads. The added heft at the rim prevents air loss due to denting or distortion.

Tire changes are easier because the wheel has been constructed so that the "dish" does not interfere with operation of tire irons. Moisture inside the tire will not rust the aluminum rim.

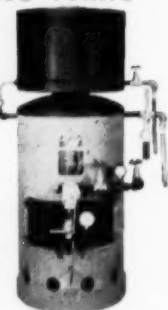
Consumer reaction to prototype wheels, on which laboratory and road tests have been performed, was reported highly favorable.

## EWING FULLY AUTOMATIC STEAM CLEANERS

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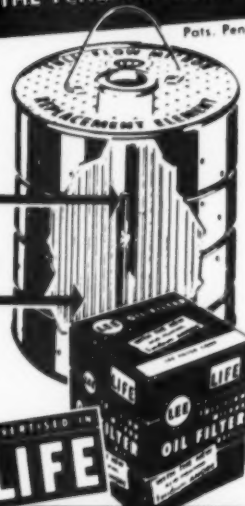
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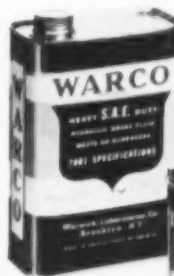
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## Two Manufacturers Pool Research To Produce Fuel Injection System

**A** LICENSING agreement to further develop, promote and subsequently manufacture an automobile fuel injection system was announced last month by American Bosch Arma Corp. and Thompson Products, Inc.

In a joint announcement, Charles W. Perelle, president of

American Bosch Arma, and J. D. Wright, president and general manager of Thompson Products of Cleveland, said the two veteran automobile equipment manufacturers now will work together in perfecting fuel injection. Thompson Products will also manufacture and market the fuel injection system,

under the licensing pact.

The system was developed by American Bosch Division of American Bosch Arma at its Springfield, Mass., plant, the nation's largest independent producer of diesel fuel injection equipment.

Under the agreement, the two firms will work together on future development of fuel injection systems for spark ignition type internal combustion engines (other than aircraft), in which the automobile industry is intensely interested. Bus and truck manufacturers are also interested because of the advantages which are important to their operating costs.

Perelle and Wright said one of the purposes of the agreement is to cooperate on the tooling requirements for volume production which ultimately will reduce the cost of fuel injection. Thompson engineers have been fully apprised of the American Bosch development.

### Increases the HP

To the public, according to A. T. Colwell, Thompson vice-president of engineering, research and development, fuel injection offers a means of increasing horsepower output of the automobile engine, as well as helping to eliminate the conditions which cause smog. One major contributor to smog is unburned hydrocarbon fuel coming from engine exhausts during deceleration, and this condition can be greatly alleviated by proper design of a fuel injection system.

The other advantages include smoother engine performance, improved cold-weather starting and a reduction of the troublesome vapor lock problem.

The new American Bosch gasoline injection system replaces the carburetor of an engine.

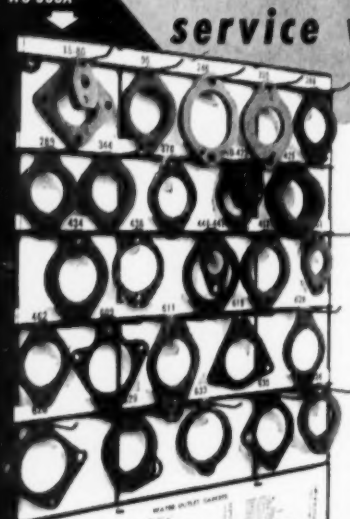
It consists of an exceptionally small and simplified fuel metering and injection pump, a fuel-air-ratio control with automatic choke and electrically-driven fuel supply pump, injection discharge lines, atomizing nozzles and a fuel filter.

By eliminating the carburetor and using the fuel injection system, headroom requirements in the engine compartment can be reduced by six inches to permit extensive automobile styling changes, particularly to give the driver better visibility because of lower hood lines.

Perelle and Wright said the practicability of gasoline injection definitely has been established. The automobile industry is engaged in extensive testing of fuel injection.

## The NEW *Supreme* WATER OUTLET GASKET ASSORTMENT RACKS *makes cooling system service work a cinch!*

WO-300A



Here's the WO-300A Assortment — all brand new with 200 different gaskets in 28 different numbers!

It provides complete coverage. There's a place for every gasket to keep every gasket in its place. No more hunting for those elusive sizes — no more gaskets hiding all over the shop. The right gasket is right at your fingertips because this metal rack comes with numbered hooks for lightning-fast identification. Each hook accommodates up to 100 gaskets. The display rack is made of metal — beautifully lacquered in blue — a permanent display that you can hang within easy reach. The rack also features a permanent car guide which tells you at a glance the car, model, year AND THE GASKET THAT FITS!

Here's the WO-100A Assortment — all brand new with 100 different gaskets in 12 different numbers! The rack includes all sizes for all GM cars (except Cadillac), all Chrysler Product cars as well as Ford and Mercury.

Metal hooks hold up to 100 gaskets per hook. The display rack is made of metal — beautifully lacquered in blue — a permanent display that you can hang within easy reach. The rack also features a permanent car guide which corresponds to the numbered hooks. It tells at a glance the car, model, year AND THE GASKET THAT FITS!

**BOTH RACKS ARE INDIVIDUALLY CARTONED**

BACK-UP STOCK FOR REPLACEMENT ON DISPLAYS  
Packed 10 to a box

WO-100A

Sold thru the Jobber

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**SUPREME AUTOMOTIVE MFG. CORP. 683 Prospect Place, Brooklyn 15, N. Y.**

## Dodge Division Appoints Patterson President

**A**PPPOINTMENT of M. C. Patterson as president of the Dodge Division has been announced by L. L. Colbert, president of Chrysler Corp.

Patterson succeeds William C. Newberg, who has been assigned to the newly-created post of group vice-president-automotive to supervise the corporation's vehicle divisions and the MoPar Division.



Top: President Patterson  
Above: Veep Newberg

Newberg has been a vice-president of Chrysler Corp. since 1953.

Prior to his present appointment, Patterson was vice-president in charge of manufacturing operations for a year and a half. He has been associated with the company for more than 35 years.

Beginning his automotive career as a die sinker machinist for Dodge shortly after his arrival from Scotland in 1921, Patterson was later transferred to the layout and machine drafting department where he remained until 1925, when he was assigned to plant engineering.

In 1930 he became assistant plant engineer of the Dodge main plant and in 1938 was named plant engineer, a post which he held until 1948, when he became general works manager.

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A revolutionary new chemical formula perfectly vulcanizes this patch to

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or tube without heat*

- ✓ Just three sizes to stock for all repairs.
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- ✓ Fine razor-thin edge.

After buffing injured area, just apply liberal coat of No. 410 CAMEL Liquid Vulcanizer. One pull of this tab and the protective backing is off. Center patch over injury and stitch thoroughly. **THAT'S ALL!**

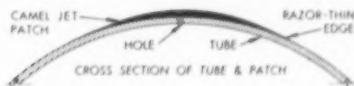
## Vulcanize Without Heat!



No. 410

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MUSKOGEE, OKLAHOMA      TORONTO, CANADA

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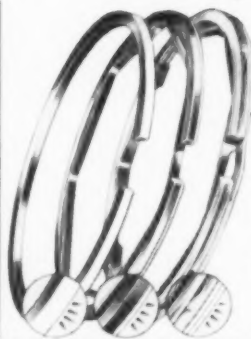
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